

THE SOURCER'S PLAYBOOK

A Visual Guide For Finding Talent Online

Geoff Peterson

THE SOURCER'S PLAYBOOK:

A Visual Guide For Finding Talent Online

by Geoff **Peterson**

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THE SOURCER'S PLAYBOOK

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For Heather,
who has been patient with me
while I spent countless nights glued to my computer.

Acknowledgments:

I want to start out with a big thank you to the Internet. You have provided me with a “wealth” of information and training over the past several years, all for free! I can’t begin to go into specific detail and name each blog, site, community, group, chat room, network, webinar, wiki, tweet, or post that got me here, as that could fill a separate book alone.

I want to give a special thanks to Jim Stroud. A few years back, I came across one of his older blogs online (which is now called “The Recruiters Lounge”). It was a blog dedicated to everything sourcing, and it offered so many creative ways to find people. This site opened my eyes to many new things.

Finally, a big thank you to my family. Where would I be without you?

About The Author:

Geoff Peterson is the Chief Sourcer for Sourcing Supply (www.sourcingsupply.com), a provider of talent sourcing solutions including talent sourcing, name generation and program development. Geoff has worked with small businesses and Fortune 500 companies including Microsoft, IBM, UnitedHealth Group, PwC and ADP, and has spoken at ERE Expo, SHRM, Minnesota Recruiters and recruitDC.

Geoff has 16+ years full life-cycle recruiting, Internet sourcing and research experience nationwide. Geoff brings a wealth of knowledge and experience to the table including technical recruiting, executive recruiting, Internet sourcing, name generation, competitive intelligence, Internet research, job search strategy and recruitment marketing.



Introduction:

More than a year ago, I was sitting in a barbershop, waiting to get my hair cut. I had some time to waste, so I picked up one of the magazines they had on a table. It was a computer magazine, filled with very detailed, and well laid out instructions for doing technical stuff on your PC. A lightbulb went off in my head. I thought that the staffing world really needed something like this, especially Sourcers.

I've attended countless training sessions, webinars, presentations and events over the past few years, and have learned a lot about sourcing and recruiting. The one thing though I always thought after each training, was there needed to be a better way to present the information. A better way to learn tips, tricks and techniques for sourcing the web. Sure, I've come across some excellent content online in blogs, ebooks and the like, but there really wasn't anything out there that compared to that computer book in the barbershop.

My idea was to put together a book that would give Sourcers and Recruiters a "play-by-play" or "step-by-step" approach to learning. These plays would be set-up with screenshots so the information would be easy to digest. I'm a firm believer that people absorb more information when it is presented in text coupled with visual cues.

The following five chapters give the "plays" I have used over the past nine years to be successful. The book goes into detail with tutorials, mini tutorials, snapshots, and spotlights. All of these give sequential steps to follow, or outline key areas a sourcer or recruiter should explore.

I hope you enjoy and greatly benefit from using this book!

Geoff Peterson
Chief Sourcer, Sourcing Supply



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CHAPTER 1

Search Engines

Finding Information.

A web search engine is a tool designed to find information on the World Wide Web, or Internet. Information from these searches can include web pages, images, videos, files and much more. The web today consists of billions pieces of information that are both indexed and maintained algorithmically or through human input. This opening chapter explores simple through advanced techniques, tips and tricks for utilizing search engines effectively.



SEARCH ENGINES

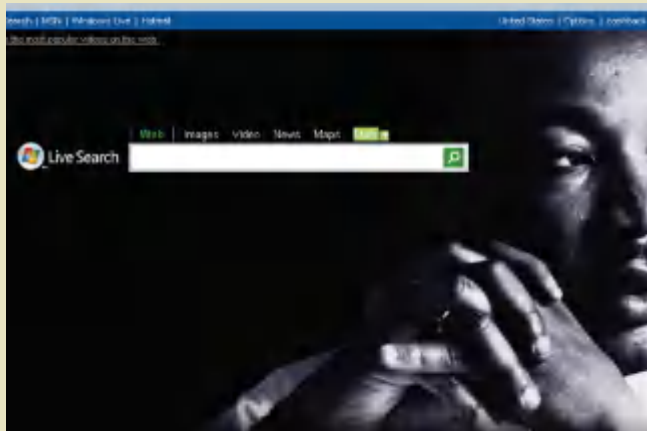
Sourcers and Recruiters alike can use search engines as a vehicle for hiring talent for their organization. Search engines can be used to find free resumes, lists, directories, names, confidential documents, PowerPoints and a wealth of other competitive intelligence. Search engines can give your organization a substantial competitive advantage by saving precious time and money if used correctly. With all this in mind, it's important to understand the difference between the vast number of engines, their structure, capabilities and limitations.

A Tour of The Engines: Most Popular



01 Google

Google is #1 in searches performed around the globe, and is the #2 most trafficked website in the world. Google offers a wide array of free tools and services for searching the web.



03 MSN Live

MSN is the #3 most trafficked website in the world, and is another very popular destination for searching the web today.



02 Yahoo!

Yahoo gets its fair share of searches from users around the world as it is the #1 most trafficked website on the planet.



04 AOL

AOL remains a very well-known "brand" for many of its online services. Currently, AOL ranks as the 28th most trafficked destination on the Internet.

Search Engines

A Tour of The Engines: Noteworthy Stops



01 WayBack Machine

Want to travel back in time to see or find information on any site in the past? This site can take you there through its indexed library of Internet sites.



03 Koders

This site was built specifically for programmers, developers and engineers to share and swap code. Recruiters and Sourcers can also use the site to their advantage.



02 Technorati

This site exclusively takes you deep into blogs indexed from around the world.



04 Alta Vista

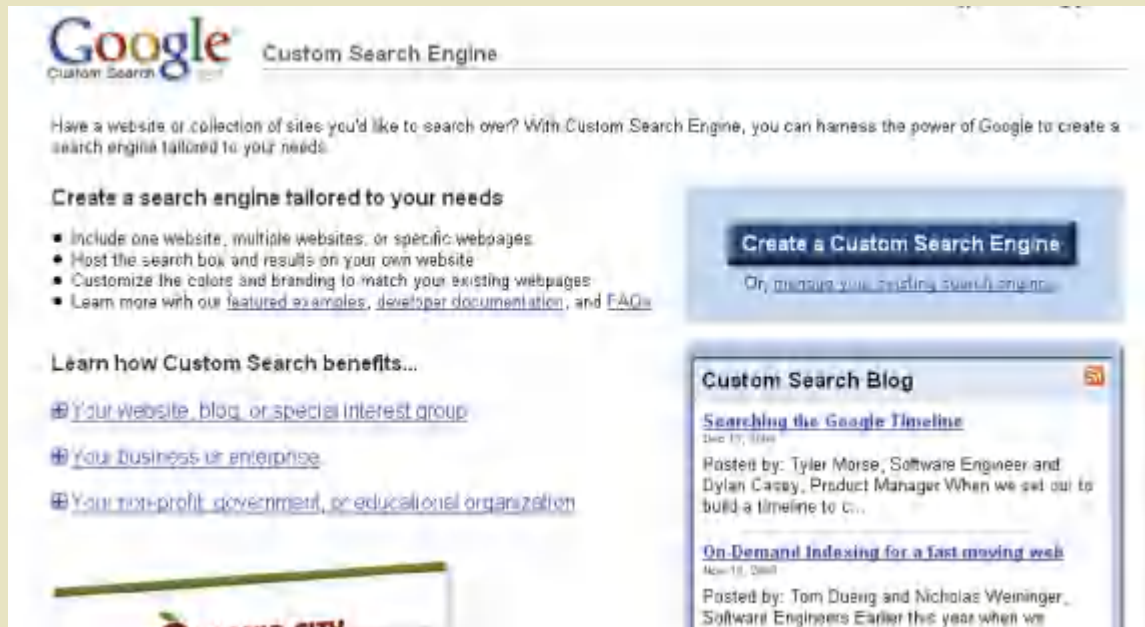
AltaVista is the lesser-known and used search engine on the web, but allows different results and search set-up than that of Google, Yahoo and MSN Live.

Mini Tutorial: Search Engine Overlap



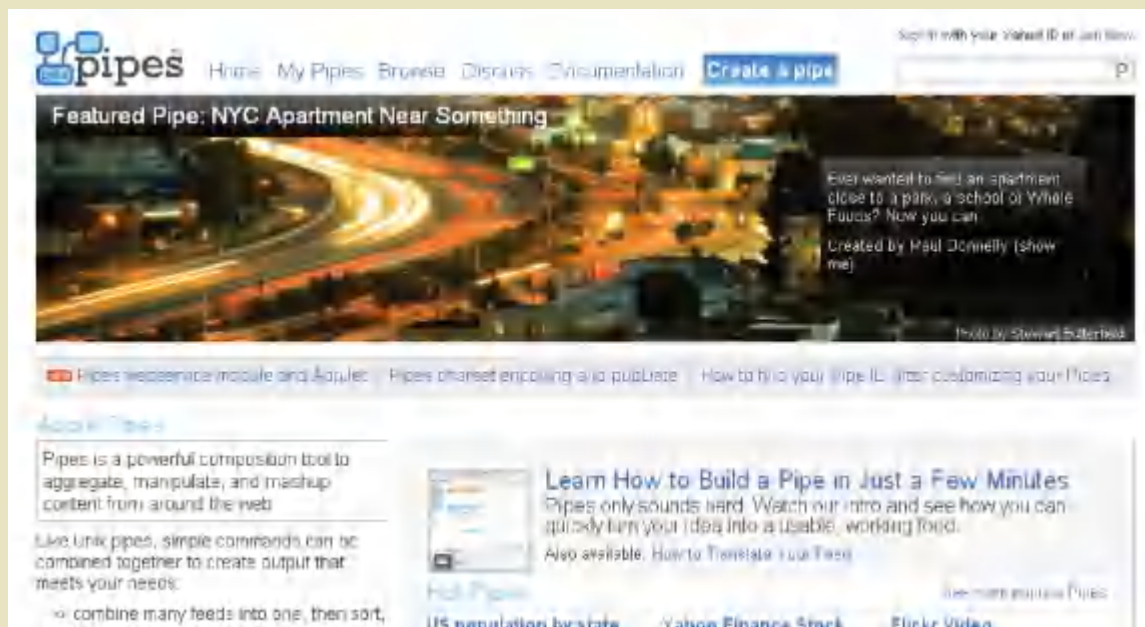
It is in your best interests to use more than one search engine to perform your searches. The reason is that there are different results on each one, whether it be Google, Yahoo, MSN Live or any other. There is roughly a 10-20% overlap in search results between the engines. Check out Dogpile or Twingine for a breakdown of results.

A Tour of The Engines: Create Your Own



01 Google Co-Op

The Google Co-Op or Google Custom Search allows its users to create their own Google search engine, complete with parameters and rules that go beyond the normal Google search engine.



02 Yahoo! Pipes

This site allows users to mashup and manipulate searches from around the web, bringing back only search results that meet strict criteria.

Spotlight: All The Rest



There are many, many search engines that are older, lesser known, or brand new onto the market. Each has a long list of benefits and detractors for using them. A few worth exploring includes: Ask, Lycos, Cuil, AllTheWeb, Powerset, Pagebites, Edgeio, Krugle, Streakr, Truveo, Clusty, Gigablast, Dogpile, Snap, Local, Rollyo, Kosmix, Drazz, Aftervote, Searchme, Viewzi, Tineye, ChaCha and Peekyou.

Search Engines Tutorial #1: Building A Solid Foundation

The screenshot shows a Google search for "software engineer". The search bar at the top contains the text "software engineer" and a "Search" button. Below the search bar, the results are listed. The first result is from Wikipedia, titled "Software engineering - Wikipedia, the free encyclopedia". The second result is from a website called "Software engineer", which is a Wikipedia page. The third result is from a website called "Computer Software Engineering". The fourth result is from a website called "Computer Software Engineer". The fifth result is from a website called "MONEY Magazine's Best Jobs: Software engineer". The sixth result is from a website called "Software Engineering Jobs for Software Engineers". The seventh result is from a website called "Who Killed the Software Engineer? (Hint: It Happened in College)". The eighth result is from a website called "Engineer Software". The ninth result is from a website called "Engineer Software". The tenth result is from a website called "Engineer Software".

01 Group Key Words

Using quotations (""), parenthesis (), or brackets [] groups together more than one key word and tells the search engines to find those words together in the search results.



02 Basic Boolean

Simple defaults such as AND and OR help search engines identify whether to include all the key words in a search, or any of the key words.



03 Negation

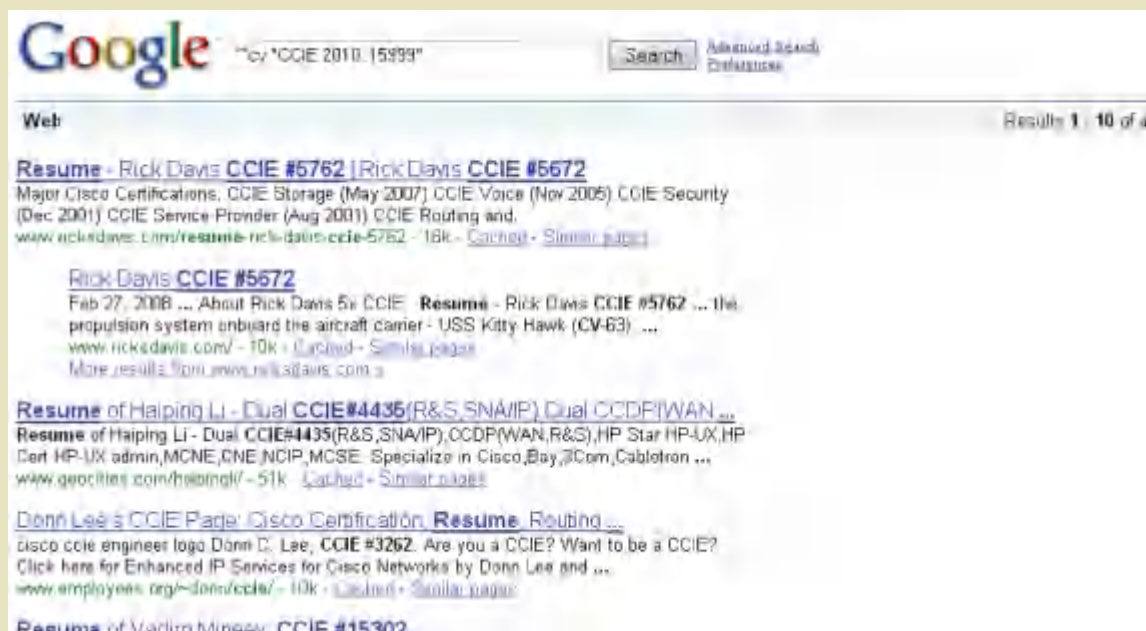
This is used to specify that a key word must not appear in your search results. This would include the - (minus sign) or the word NOT.

Search Engines



04 Synonyms

Use the tilde (~) to achieve more search results. This picks up exact matches and other related potential matches the search engines think you may want.



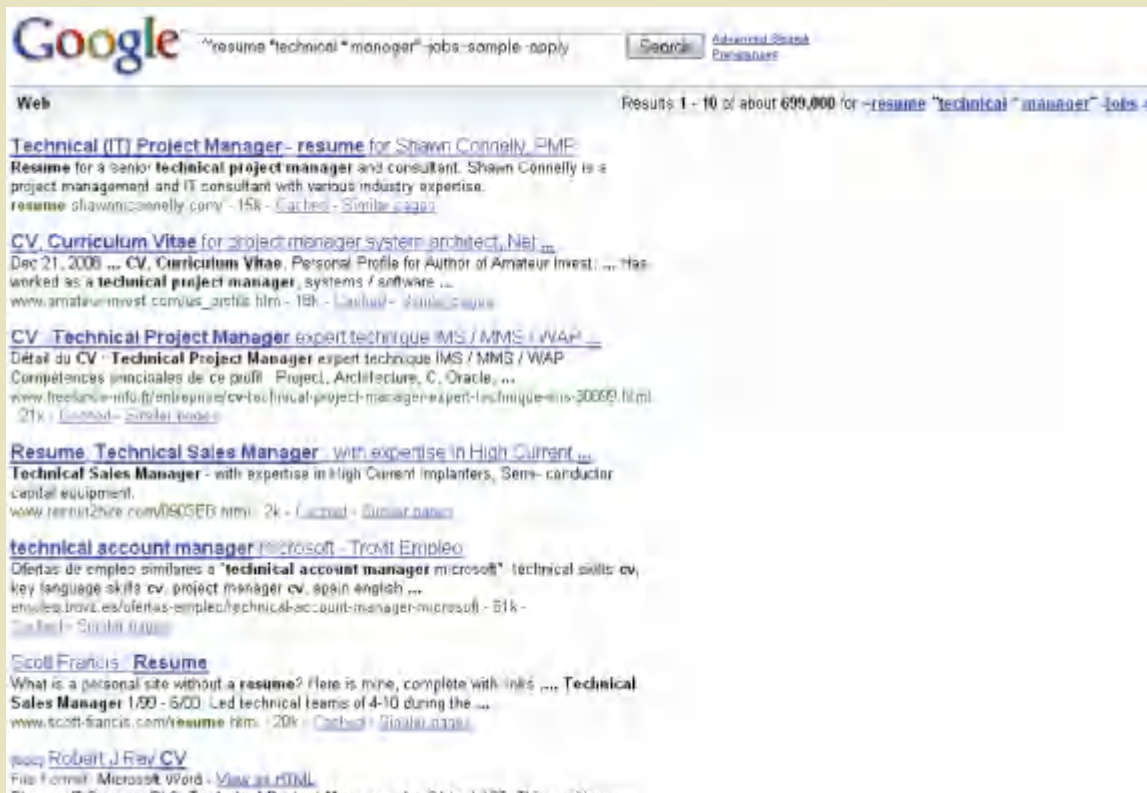
05 Number Range

This operator is two periods (..) and tells the search engines to look for results that fall inside the specified range of numbers given.

Spotlight: Find Area Codes



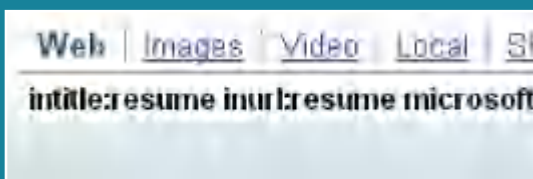
If you don't know all the area codes in a particular area, look them up at the North American Numbering Plan Administration (<http://www.nanpa.com/>). Also check out (<http://decoder.americom.com/>) for a list of U.S. area codes.



06 Wildcards

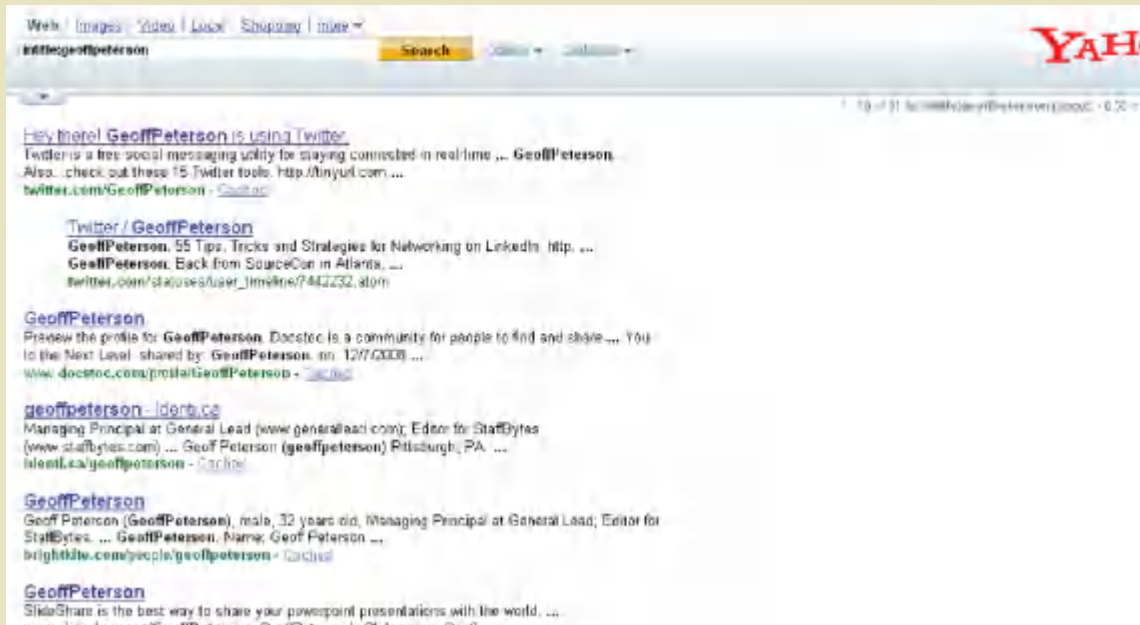
The wildcard (*) requests that a search engine return variants of a grouping of words. It acts as a placeholder between two words, and attempts to pick up associated words in your searches.

Mini Tutorial: Rearrange Your Words



Try rearranging the order of your key words in your search strings. The key words are each assigned a number like a mathematical formula from left to right, with each one getting a certain value in that particular search. Moving them around can change the values and achieve different results each time.

Search Engines Tutorial #2: Special Syntax



01 intitle:

This will restrict your search to the titles of web pages. It finds web pages in which all the specified words appear in the title.



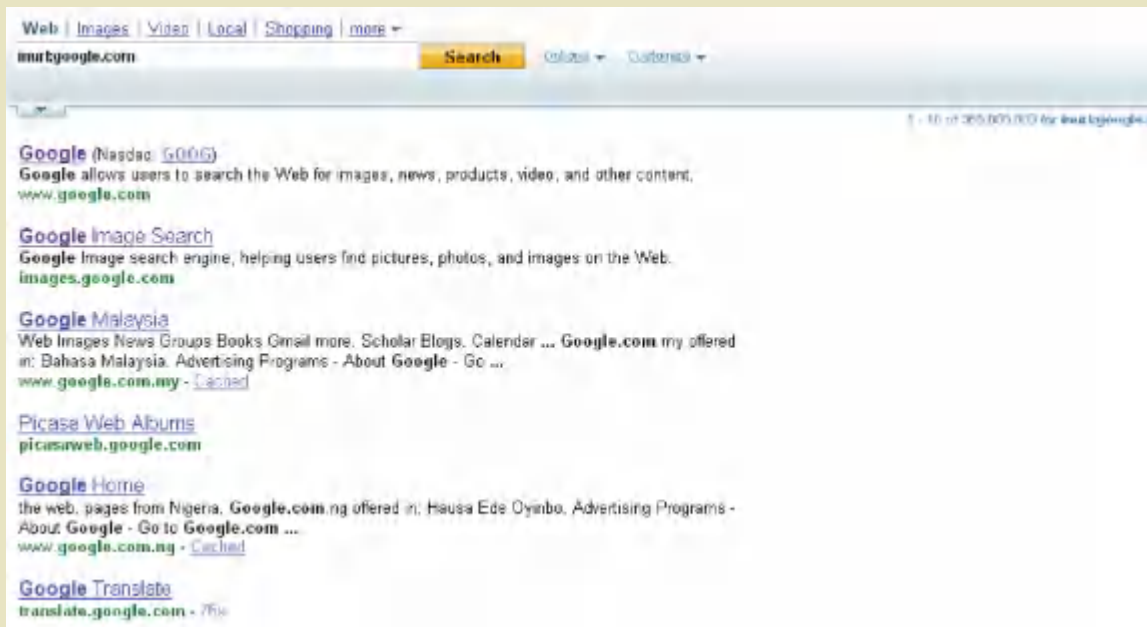
02 intext: OR inbody:

This will restrict your search to body text only. It will ignore link text, titles and URL's.

Spotlight: Koders

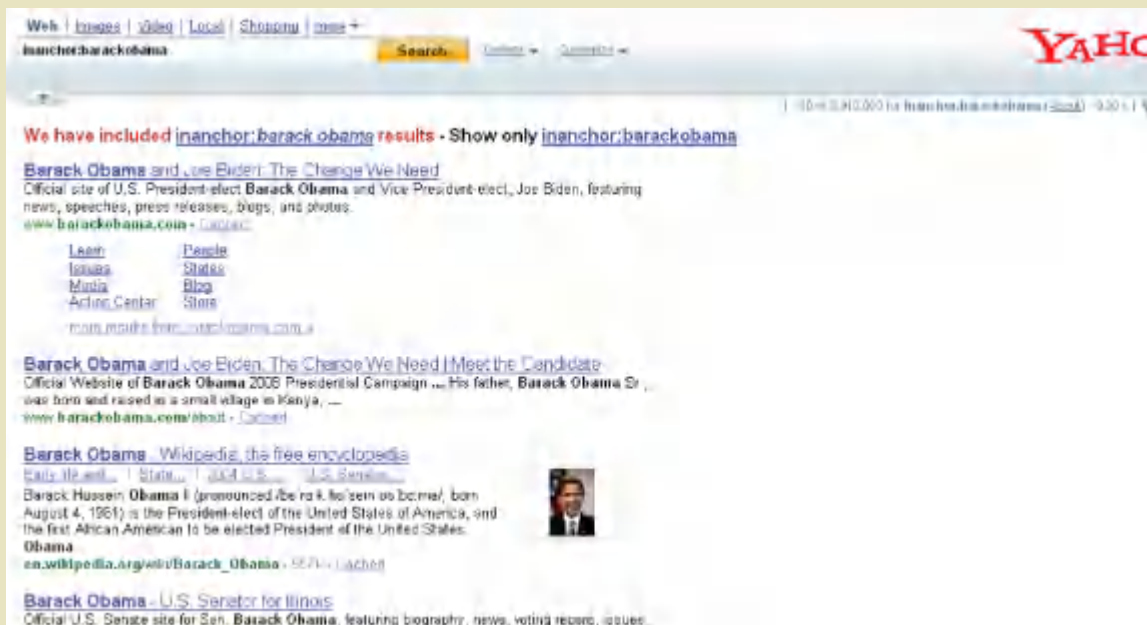


Koders tracks code for technical professionals. Try a search string using email addresses such as: @gmail.com OR @yahoo.com in the search field. Note the results that come up. Now target these professionals from the information gleaned in each search result. Most results show a full email address or a site attached to it, such as a blog or other personal website.



03 inurl:

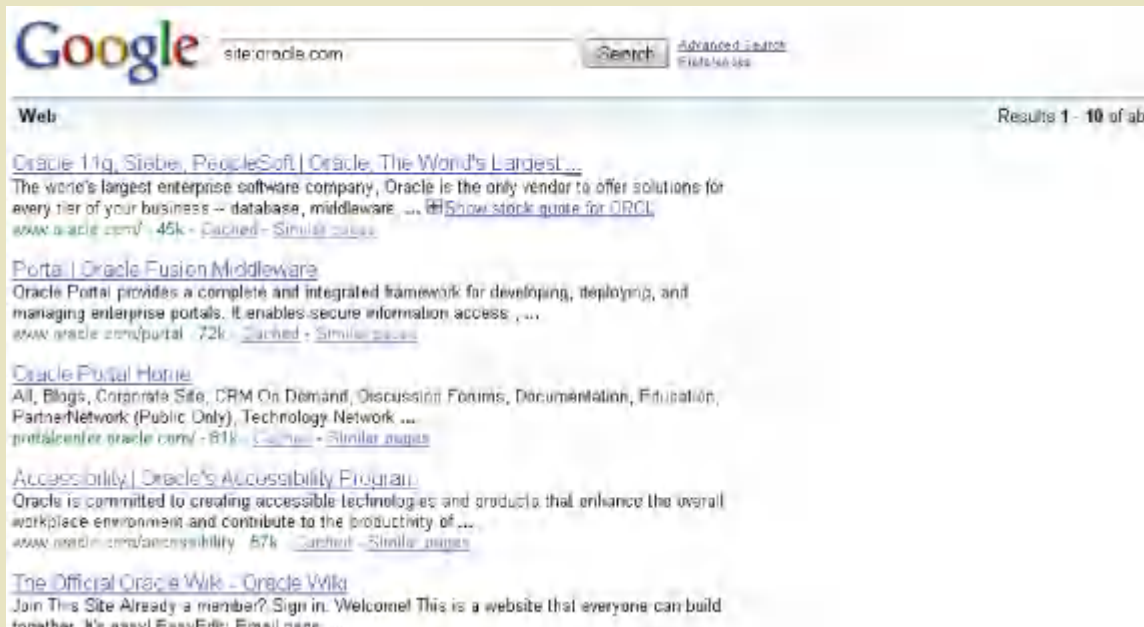
This will restrict your search to the URLs of web pages.



04 inanchor:

This will search for text in a page's link anchors, which is the descriptive text of a link.

Search Engines



05 site:

This will allow you to narrow your search by a site or domain.



06 link: OR contains:

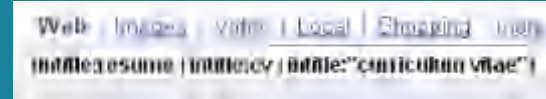
This will return a list of pages that link to a specified URL.



07 cache:

This will find a copy of the page that the search engine indexed even if it no longer exists.

Mini Tutorial: Resume Variations



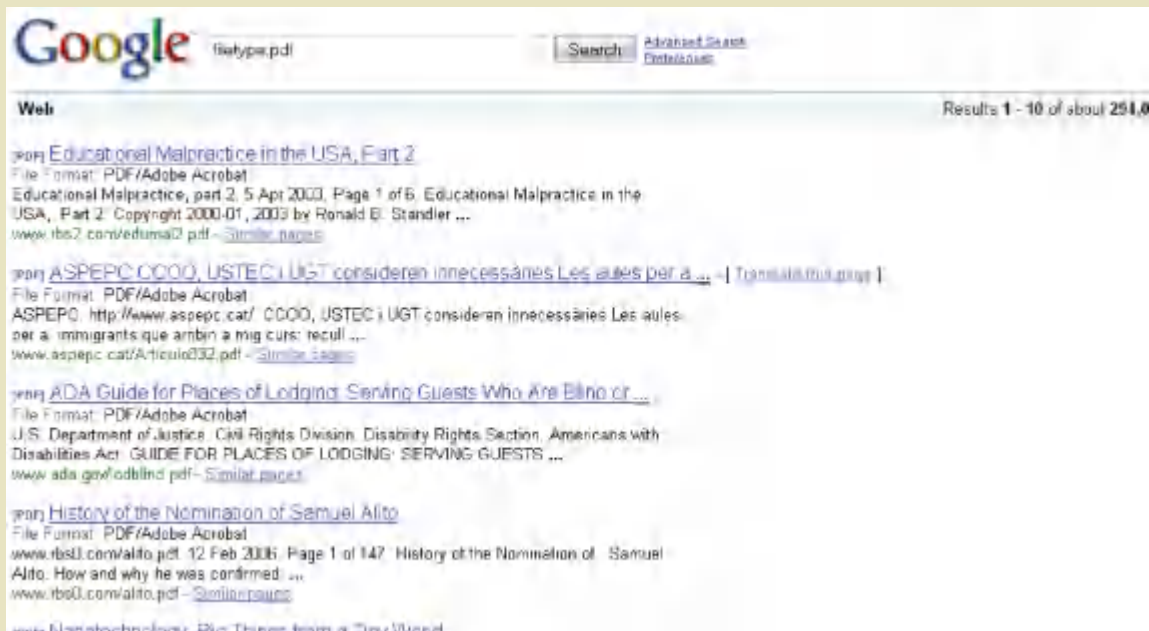
Make note that not everyone uses the word “resume” in naming their document. Variations of the word include profile, CV, curriculum vitae, and vitae. Try using all of these in your searches, and also use the tilde (~resume) as well to pick up some of the variations.

Mini Tutorial: Set Your Preferences

Results per Page

100 results ▼

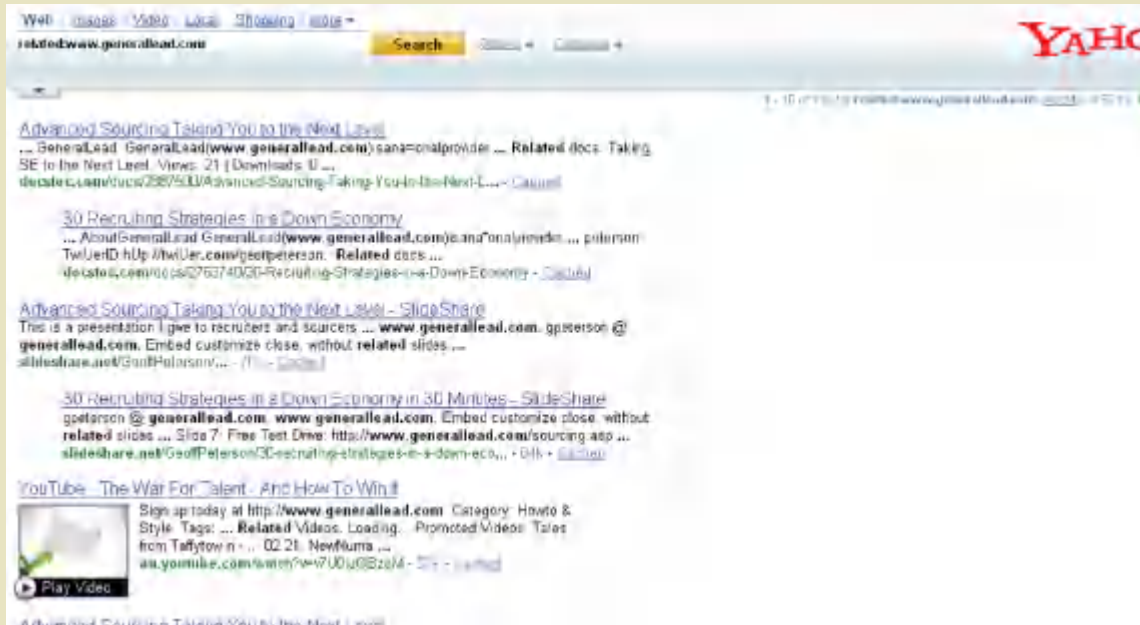
Most search engines have a “preferences” or “settings” page which give you the options of seeing more search results per page and omitting certain types of results as well. To save time, make sure you see as many results per page as possible, usually reaching 100 as a maximum.



08 filetype:

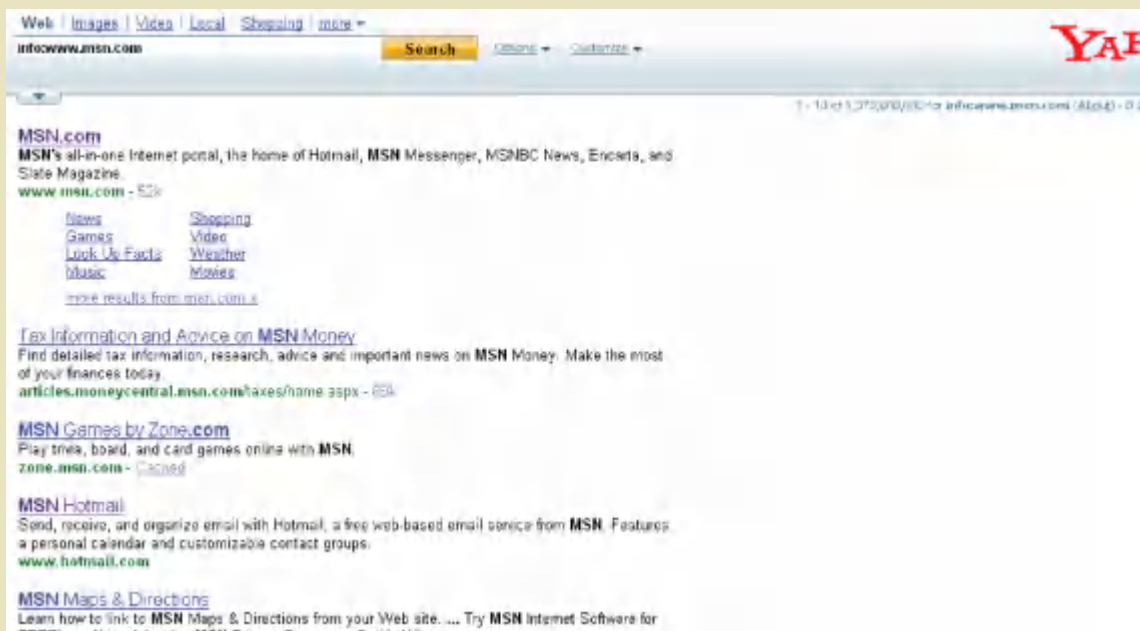
This will search for suffixes of filename extensions.

Search Engines



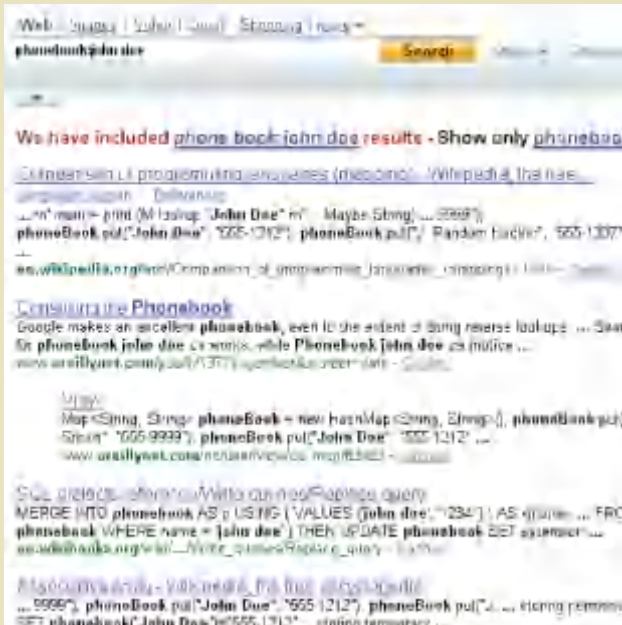
09 related:

This will find pages that are related to the specified page.



10 info:

This will provide a page of links to more information about a specified URL.



11 phonebook:

This will look up phone numbers indexed in the search engines.

Spotlight: Google Cheatsheets



For more information on operators both simple and advanced, check out:

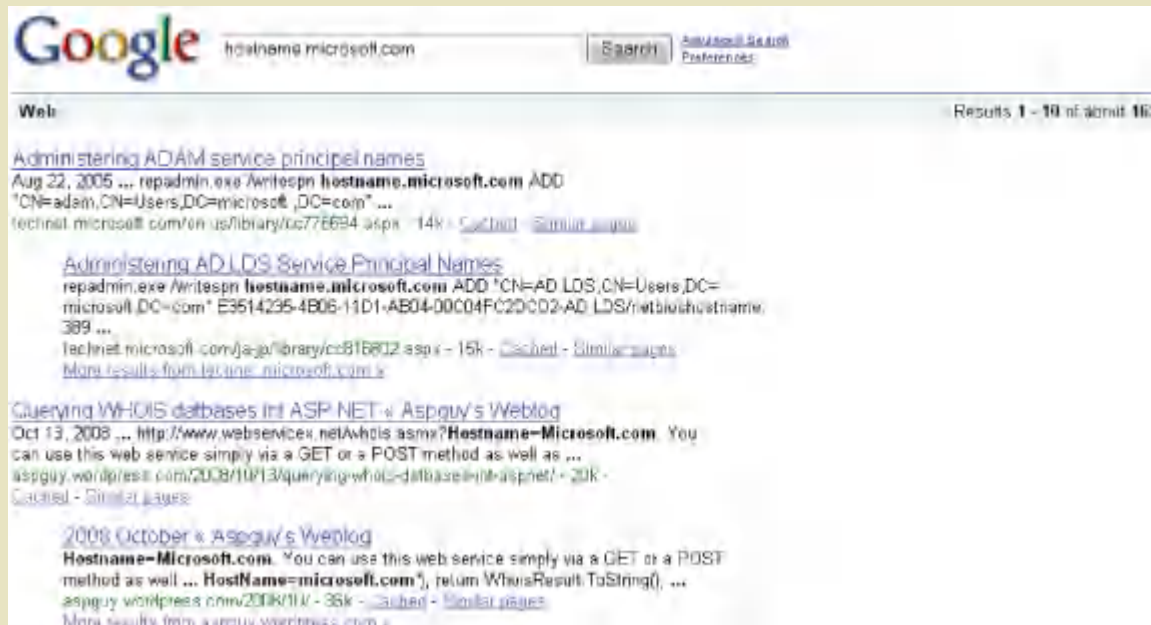
<http://www.google.com/help/cheatsheet.html>, and <http://www.adelaider.com/google/>. Also check out: <http://www.googleguide.com/>.



12 define:

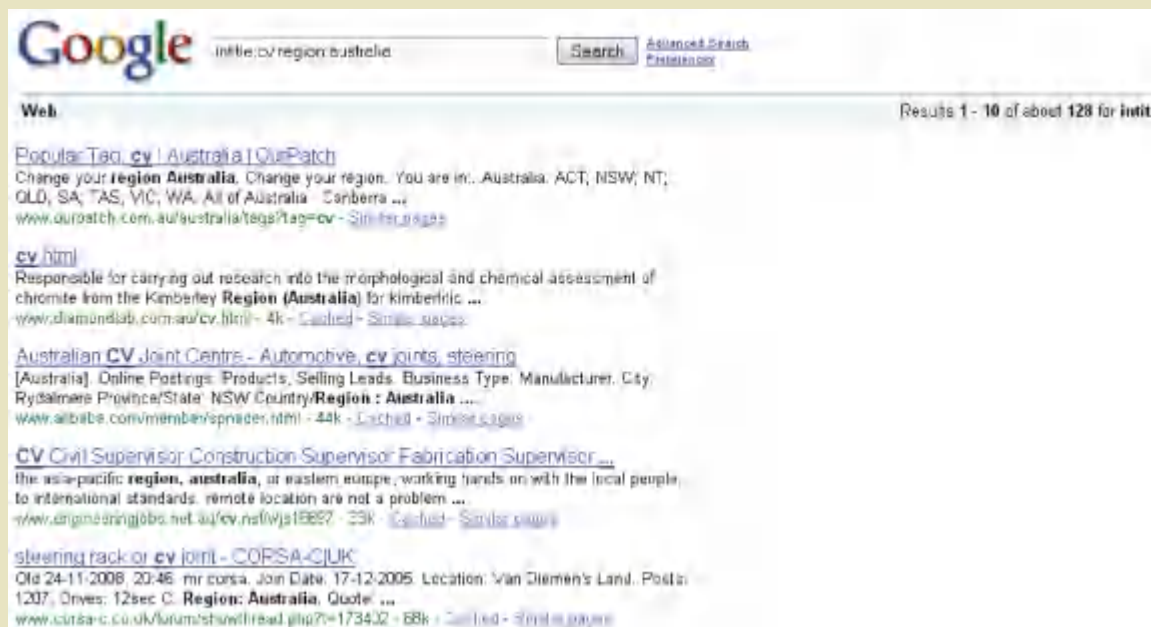
This will look up the definition of a specified word from around the web.

Search Engines



13 hostname:

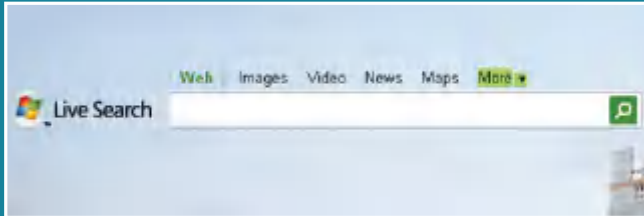
This will find pages within a particular web domain. This is different than the site: command.



14 region: OR location: OR loc:

This will limit searches to specific geographies.

Mini Tutorial: Search Engine Overlap



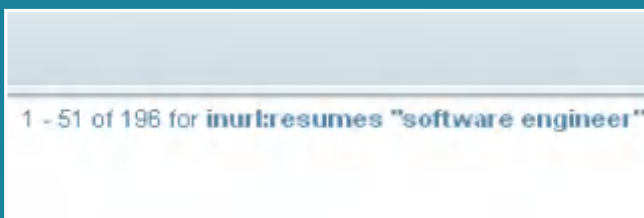
Each search engine is different. One command, syntax or symbol may work perfect in one, but not in another. Each search engines is built differently. Note the key differences as you use each one. Google and Yahoo for instance have a good bit of similarities, but MSN Live has noticeable differences.



15 prefer:

This will add extra weight to a particular key word in a search.

Mini Tutorial: Aim For Under 1,000 Results



You can only view 1,000 results for each search regardless of how many millions of results it shows. As you click through the pages of results you will notice the number shrink considerably. Over 1,000 results are more than most can handle to sort through. We are trying to find the top candidates, and not have to weed through hundreds of bogus resumes in the process.

Spotlight: Get Directories



Have you exhausted the search engines and still can't find what you are looking for? Try buying directories of companies you want to target. A few under the radar companies that do just this are ElusiveLeads (<http://www.elusiveleads.com/>), Corporate Contacts (<http://www.corporatecontacts.net/>), Corporate Sales Leads (<http://www.corporatesalesleads.com/>) and Leadership Directories (<http://www.leadershipdirectories.com/>).



Snapshot: Bookmarklets

A bookmarklet is a small application stored as the URL of a bookmark in a web browser, or as a hyperlink on a web page. They can help you extend your search capability while using a browser or search engine. Bookmarklets can be very useful tools for Sourcers to take advantage of. For example, they can pull back data from pages you find in your searches.

Bookmarklets

Bookmarklets - free tools for power surfing

Bookmarklets are simple tools that extend the surf and search capabilities of **Firefox** and **Explorer** web browsers.

Bookmarklets are free.

Bookmarklets allow you to:

1. Modify the way you see someone else's webpage.
2. Extract data from a webpage.
3. Search more quickly, and in ways not possible with a search engine.
4. Navigate in new ways.

...and more. Over 150 bookmarklets are available.

Bookmarklets work on all platforms (Windows, Macintosh, Unix,...)

You do not have to download or install software to use **Bookmarklets**.

Search Engines Tutorial #3: Setting Up Your Searches

Information Technology Department
User Interface Designer Job Description

We are embarking on developing applications where users can control their environment through personalizing their **User Interface (UI)**. Therefore, we are seeking a **User Interface Designer/Usability Analysis Analyst/Human Factors Engineer** with the ability to help lead the **re-engineering/re-design** efforts of our User Interfaces for current **applications** and to recommend plus establish UI standards and practices for new applications derived from user requirements and personas. This person will contribute as a team member that creates innovative user experiences for existing and new product offerings for the staff and affiliates.

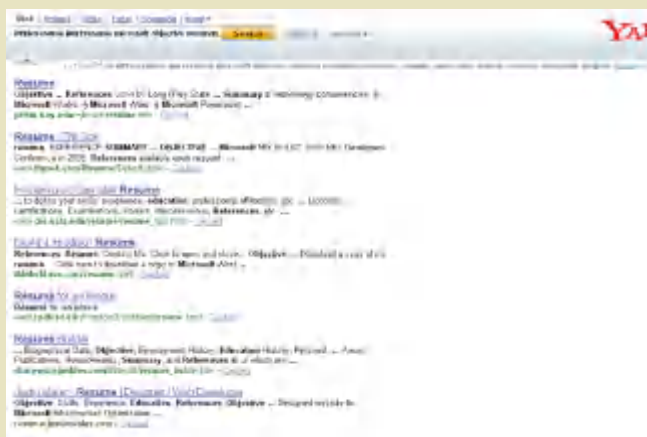
A successful UI Designer will have the ability to design easy-to-use interfaces. The expectation is that users can approach and use our applications with little or no training. The UI Designer is a creative and an analytical problem solver who can synthesize user research, user interface design principles and business requirements into intuitive solutions.

The UI Designer must have the following experience:

- Lead research activities to include **planning**, conducting field studies, producing user profiles and/or personas, and creating **work flow** and task analysis artifacts such as **user scenarios** and **user requirements**.
- Perform activities to include creating and iterating static and interactive design models (e.g., **storyboards** and **prototypes**) and documenting detailed user interface specifications.

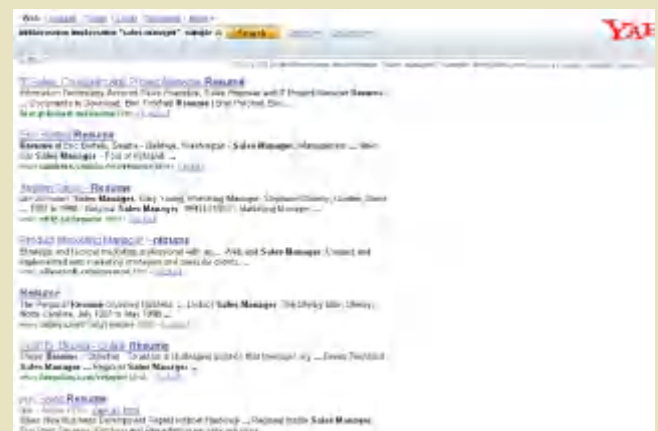
01 Build Your Keyword List

Dissect your job requirements thoroughly, research them, and develop a list of key words to use.



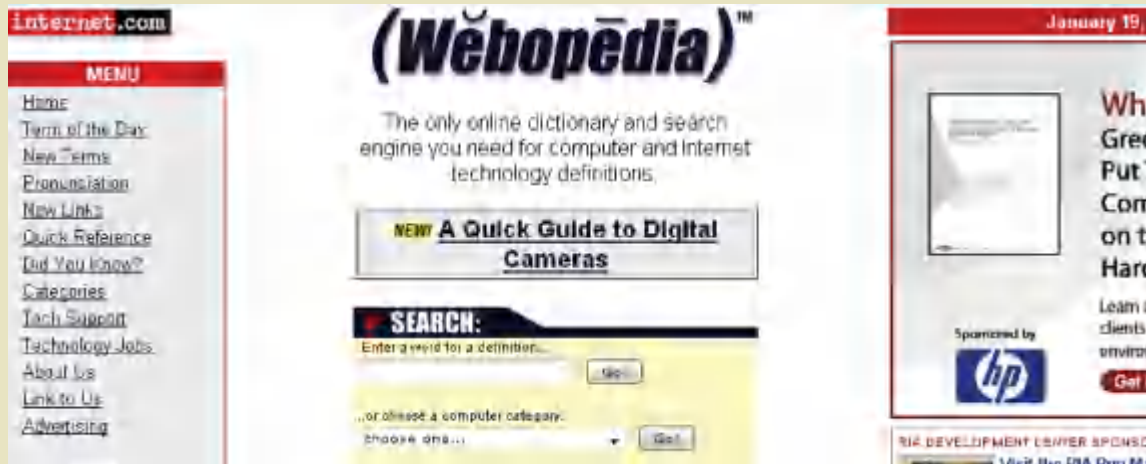
02 Consider Common Words

Find common words used in resumes, such as Objective, Summary, Education, Additional Skills, References, Phone and Email. Use these when trolling the web specifically for resumes.



03 Words To Ignore

We want to build a specific search. This involves taking out words most likely tied to job descriptions. These include: apply, submit, job, jobs, sample, careers, eoe, paste, benefits and more.



04 Look Up Acronyms

Don't understand the meaning of an abbreviation? Look it up on a variety of sites, including Webopedia, Wikipedia, Acronym Finder, Silmaril, Whatis, and Netlingo to get definitions.

Spotlight: Alexa

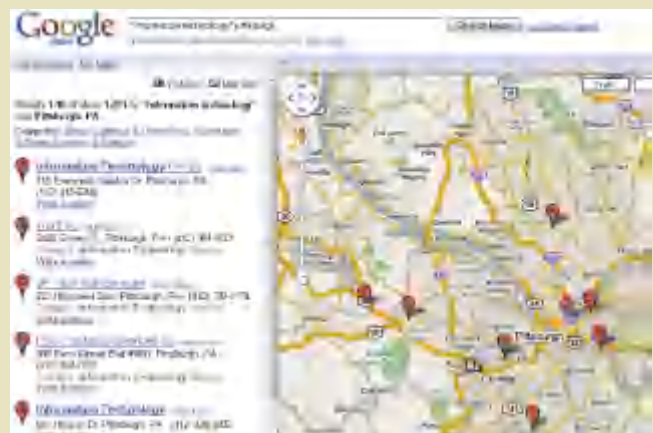


Check out Alexa (<http://www.alexa.com/>) to compare website traffic and get a solid gauge on the most popular and most trafficked sites in the world. In order to find top talent, one sound strategy is to “go where the people are.”



05 Find More Titles

Search job aggregators such as Indeed or SimplyHired, or career sites including Monster and Careerbuilder for alternative job titles for your searches.



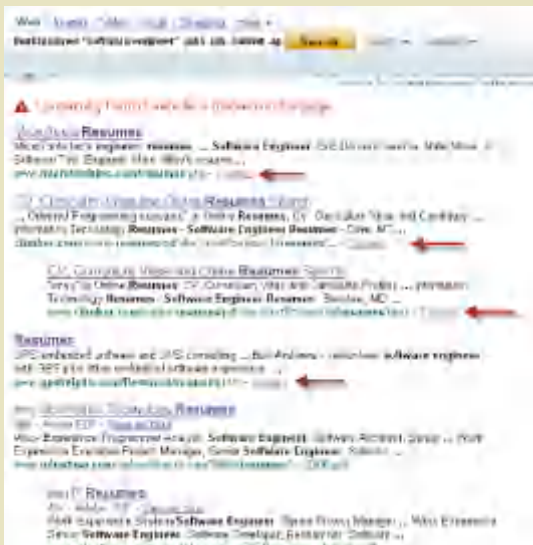
06 Research Companies

Note the career sections of your close competitors and local companies. This will give clues where to target your searches for talent. Look them up on Google Maps.

Search Engines Tutorial #4: Advanced Techniques

01 Use Advanced Search

Most search engines, including Yahoo and Google for example, have an “advanced search” option that helps to set-up and filter more complicated searches.



02 Peelback

Peelback is a technique used to find more candidates in the same place you have found one. For example, a URL that contains: /resumes/geoffpeterson might have more resumes if you remove the name from the URL.

Mini Tutorial: Keep It Simple

(intitle:bio | intitle:profile | intitle:people

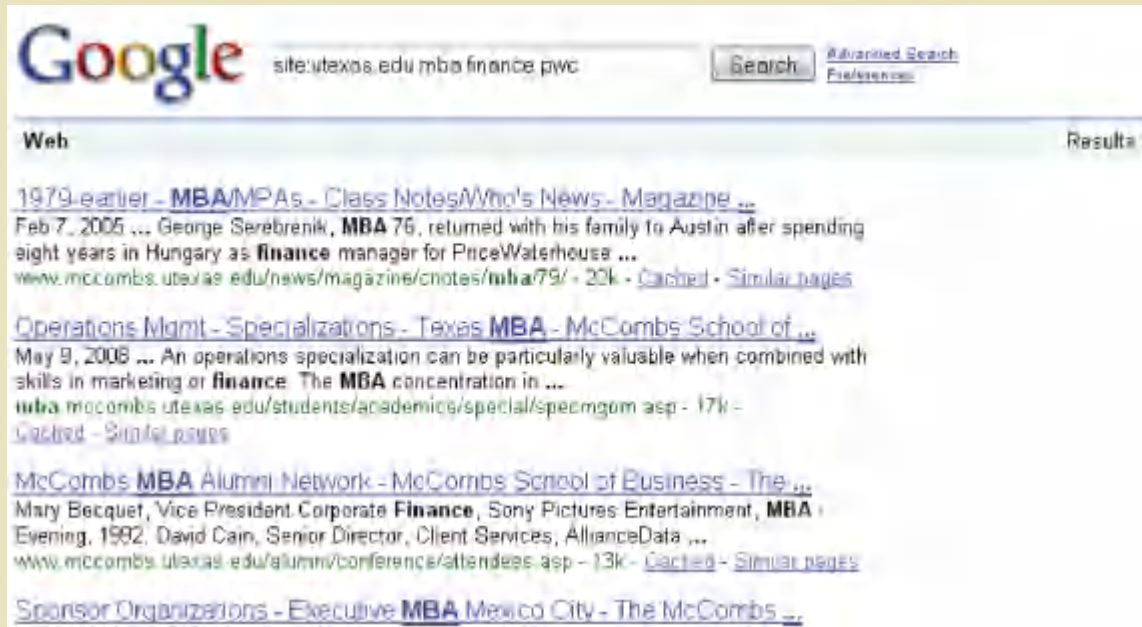
Be specific when building your search strings. Don't get bogged down building up a huge search query. Don't think small though. Think very targeted, very specific with your key words.

Mini Tutorial: Leave A Space

Web | Images | Video | Local
resume engineer

By leaving a space between words, this implies that same meaning as using the word AND. It will perform the same function and use less characters in the search field.

Search Engines



03 XRay

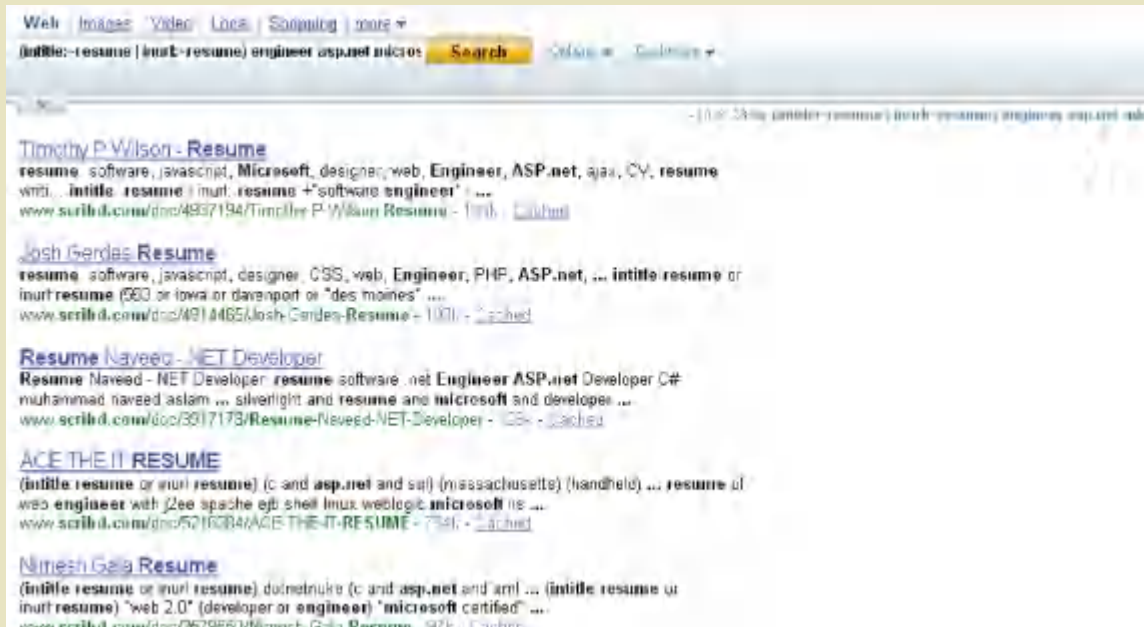
XRay is a technique that peers into web pages indexed on a particular server. In other words, it looks at all pages of a specific site. This can be used to find names, resumes and competitive intelligence.



04 FlipSearch

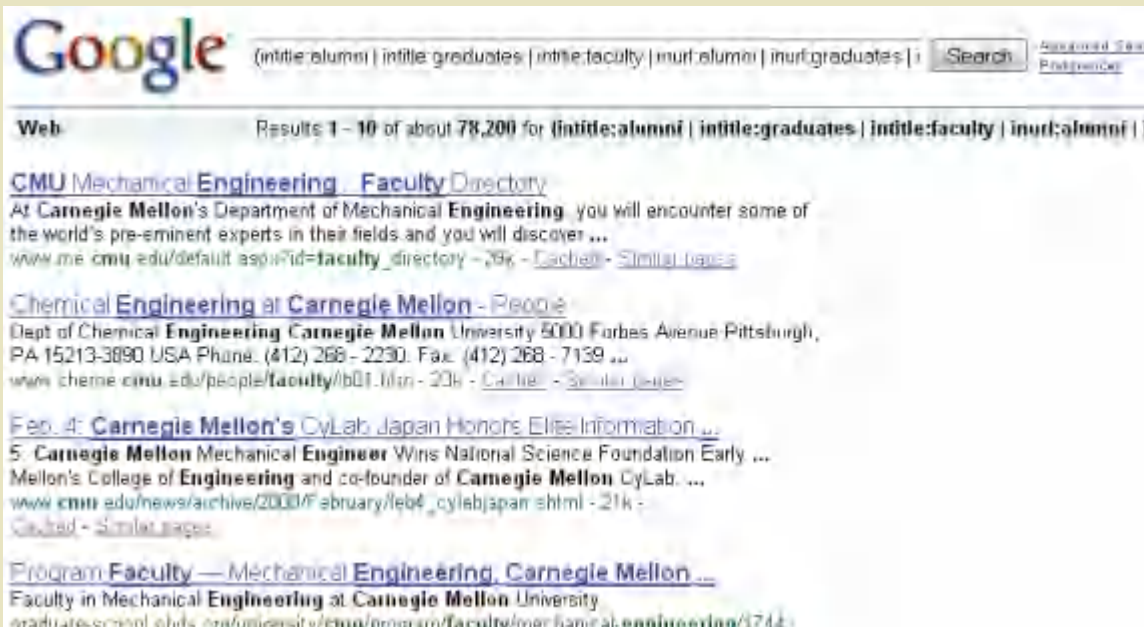
FlipSearch is the process of “moving forward” on links attached to search results or web pages. Using the syntax link: or linkdomain: here can be very useful for pulling up new leads and more results.

Search Engines Tutorial #5: Target Searches



01 Target People

As one example, try a search string such as: (intitle:~resume | inurl:~resume) engineer asp.net microsoft. This will target resumes specifically. Try using other “key words” in your search strings.



02 Target Colleges

As one example, try a search string such as: (intitle:alumni | intitle:graduates | intitle:faculty | inurl:alumni | inurl:graduates | inurl:faculty) cmu engineering.

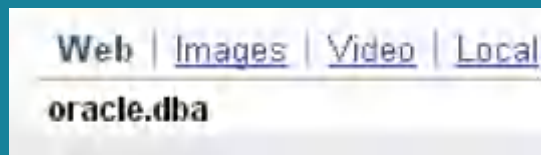
Search Engines



03 Target Companies

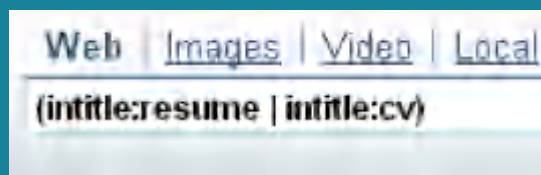
As one example, try a search string such as: (intitle:staff | intitle:employees | intitle:people | intitle:directory | inurl:staff | inurl:employees | inurl:people | inurl:directory) ibm.

Mini Tutorial: Use A Dot



Using a dot (.) between a pairing of words implies the same meaning as quotation marks (" "). It will perform the same function and use less characters in the search field.

Mini Tutorial: Try The Pipe



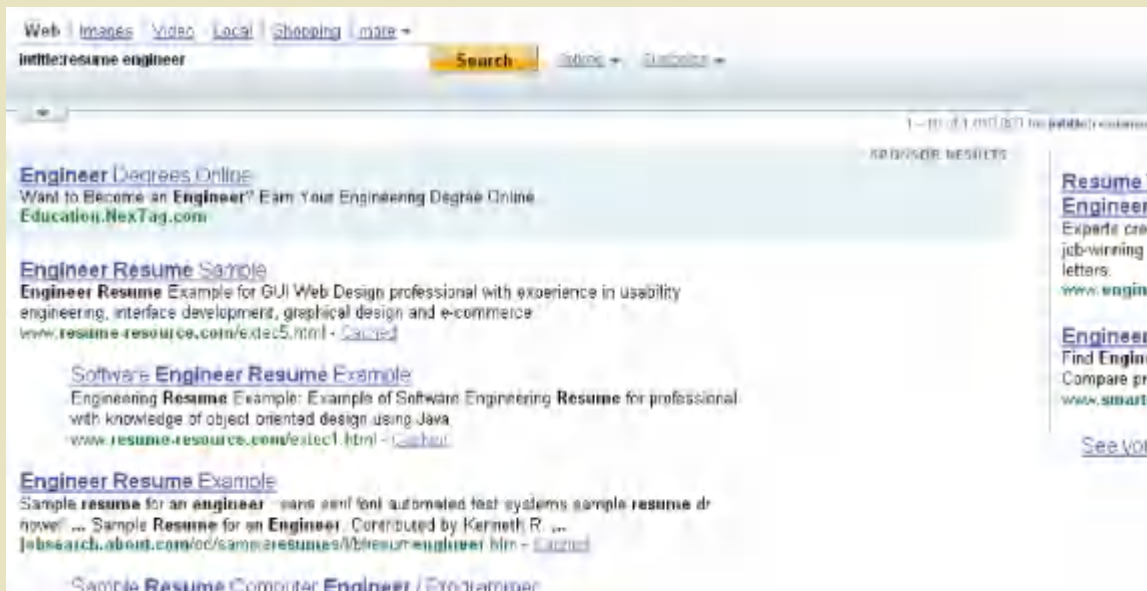
Using the pipe (|) tells the search engine the same command as using the word OR. This will help use less characters in your search string.



04 Target Associations

As one example, try a search string such as: (intitle:bio | intitle:profile | intitle:people | inurl:bio | inurl:profile | inurl:people) nsbe.org.

Search Strings: Play-By-Play Scenario



01 Basic Beginning

To start out, we use the search string: `intitle:resume engineer` because we want to find engineer resumes on the web. This is really basic, and the results show nothing immediate that we want. It pulls back over one million results. Remember, search engines won't let you see view more than one thousand results, so the goal is to shoot for under a thousand.



02 Get More Specific

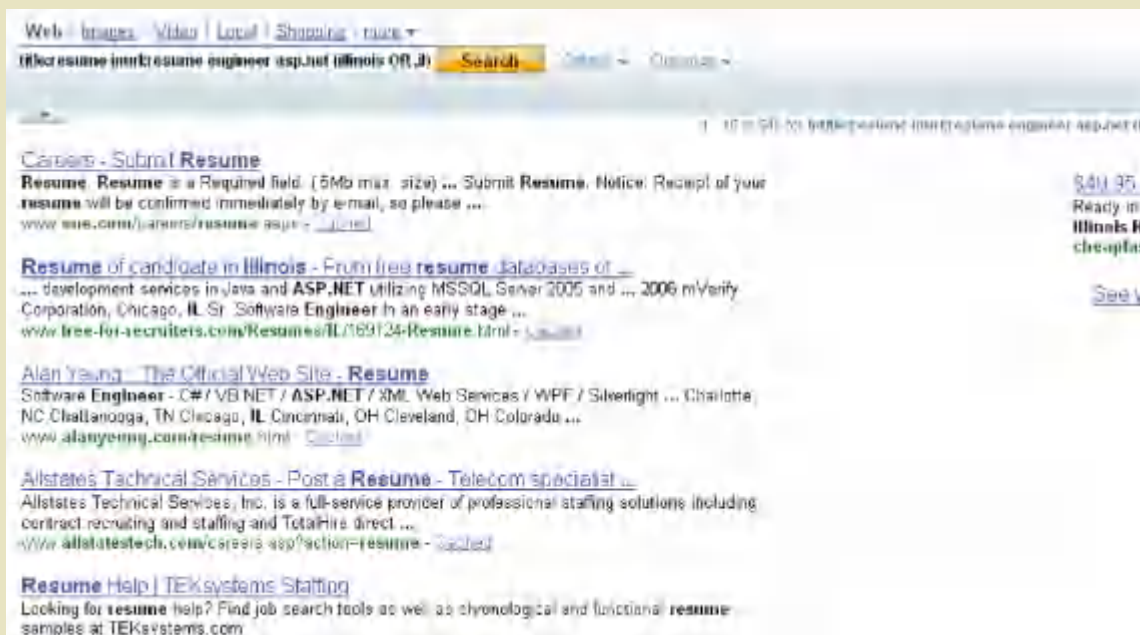
We need to be more specific, so we try adding `"asp.net"` into the search string. This is a popular programming or developing language. The results go from over million down to 35,000 plus instantly. There are more ways to drill down ever further.

Search Engines



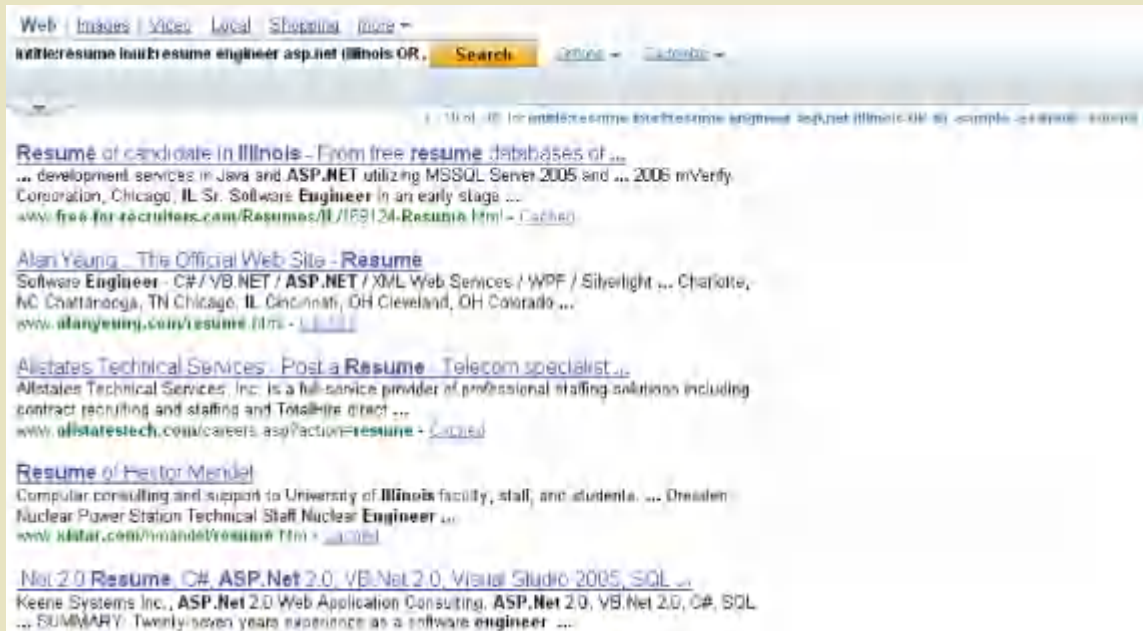
03 Add More Commands

Now we add-in "inurl:resume" to the search string to be even more specific with the search engines. The results go down by more than half to 16,000 plus. Let's keep going.



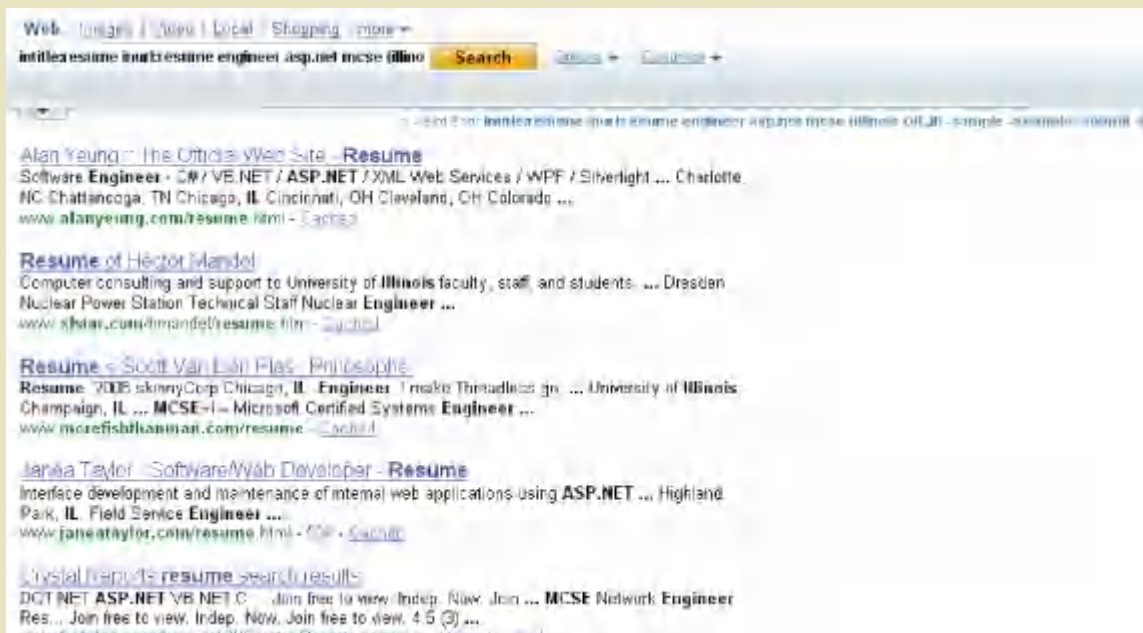
04 Search By State

We add in (illinois OR,il) to bring into focus free resumes on the web of engineers with asp.net in their skill set living in Illinois. Notice we ask the search engine to find "Illinois OR,il". This is because we want to give the search engine more options for finding resumes. The ,il. is a common abbreviation for states found on resumes.



05 Omit Words

We now add in “-sample -example -submit -apply -eoe” to the end of the search string so that these words, synonymous with career sites and job postings, are omitted from search results. Notice we are now down even further to 300+ results.



06 Get Even More Descriptive

Now that we have the search string set-up pretty well with location and omitted words, we start to add- in some more descriptive key words, such as MCSE (a certification for Microsoft professionals – Microsoft Certified Systems Engineer). We come up with 8 results. A very manageable number.

Search Engines



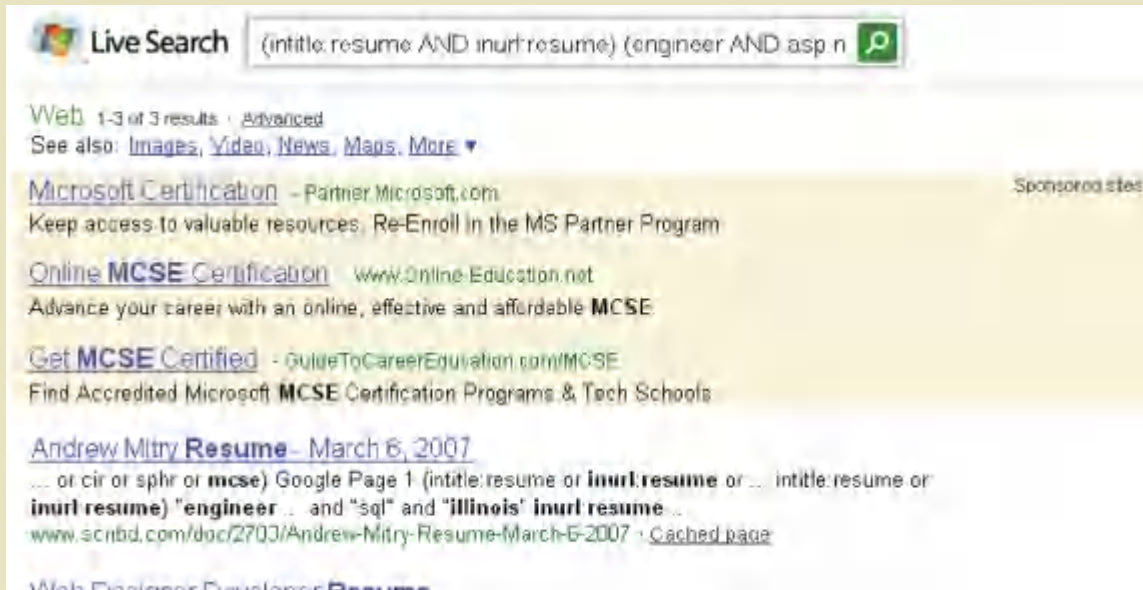
07 Compare Search Engines

Remember, there is “overlap” between the engines, so we copy/paste our search string over to Google, and we come up with 29 search results. This is 21 more than Yahoo. More potential candidates to work with.



08 Compare With More Search Engines

We then take a look at the same search on MSN Live. We get zero results. Nothing. This is because MSN Live is a much different search engine than that of Google or Yahoo. Users have to recognize that their search strings and search commands must be set-up differently on this site.



09 Tweak Your Search String

We then take our search string of: `intitle:resume inurl:resume engineer asp.net mcse (illinois OR,il) -sample -example -submit -apply`, and rework it to be the following: `(intitle:resume AND inurl:resume) (engineer AND asp.net AND mcse) (illinois OR,il)`. We made changes by adding in parenthesis, which work well in MSN Live and omitting the “omission” words at the end of the search string. Zero results kept coming up otherwise.



10 Rearrange The Words

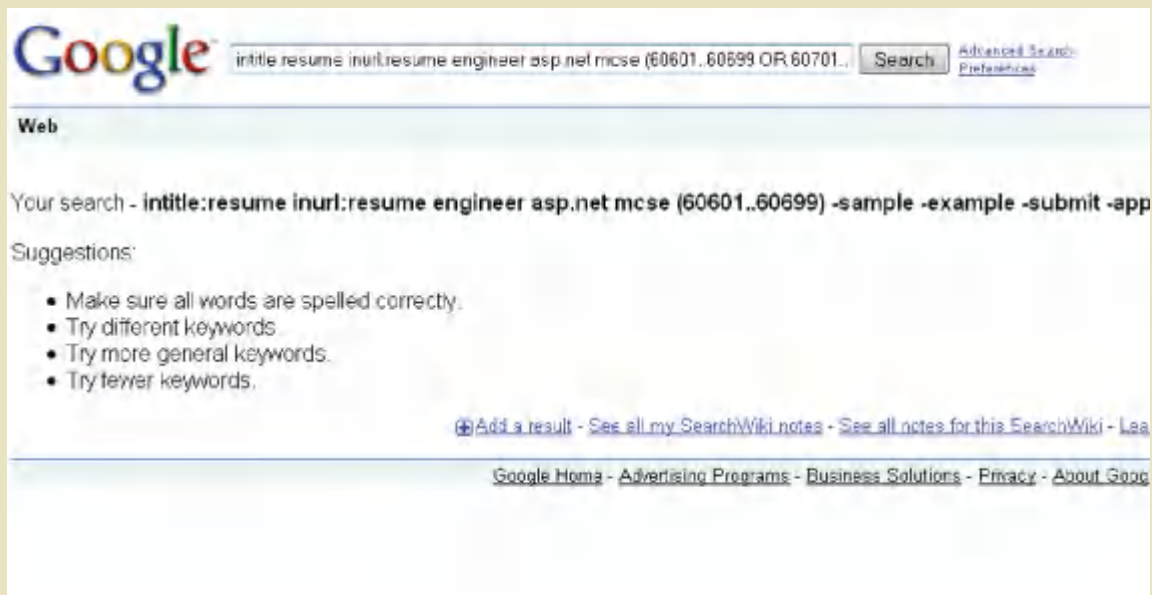
Notice that we rearrange the order of the original search string of: `intitle:resume inurl:resume engineer asp.net mcse (illinois OR,il) -sample -example -submit -apply` in Yahoo to get different results. We try: `engineer asp.net mcse intitle:resume inurl:resume (illinois OR,il) -sample -example -submit -apply -eoe`. This gives us only one more result, but the result is different than before. Rearranging (plugging and playing) with some search strings can yield huge differences.

Search Engines



11 Substitutions

You can also try substituting (Illinois OR ,il) for some specific area codes commonly found in phone numbers on resumes. These include (312 OR 773). This one happened to pull back just 3 results.



12 More Plug and Play

You could also try substituting (Illinois OR ,il) for some specific zip codes also commonly found in addresses on resumes. Here we include use the number range command to include (60601..60699). The results pull up zero results. Sometimes search strings can be “too” specific, as is the case here. This is a great lesson to take with you though. No search string is perfect. You will always have some degree of “plug and play” with each search.



Snapshot: Jigsaw

Jigsaw is an online rolodex of electronic business cards. Jigsaw is a very valuable directory of information to use when looking for an entry point into particular companies, sourcing for specific titles, bypassing gatekeepers, or searching for people by city, state or country. The site is also a great tool for gaining solid competitive intelligence, building targeted lists of potential candidates, and saving valuable time.

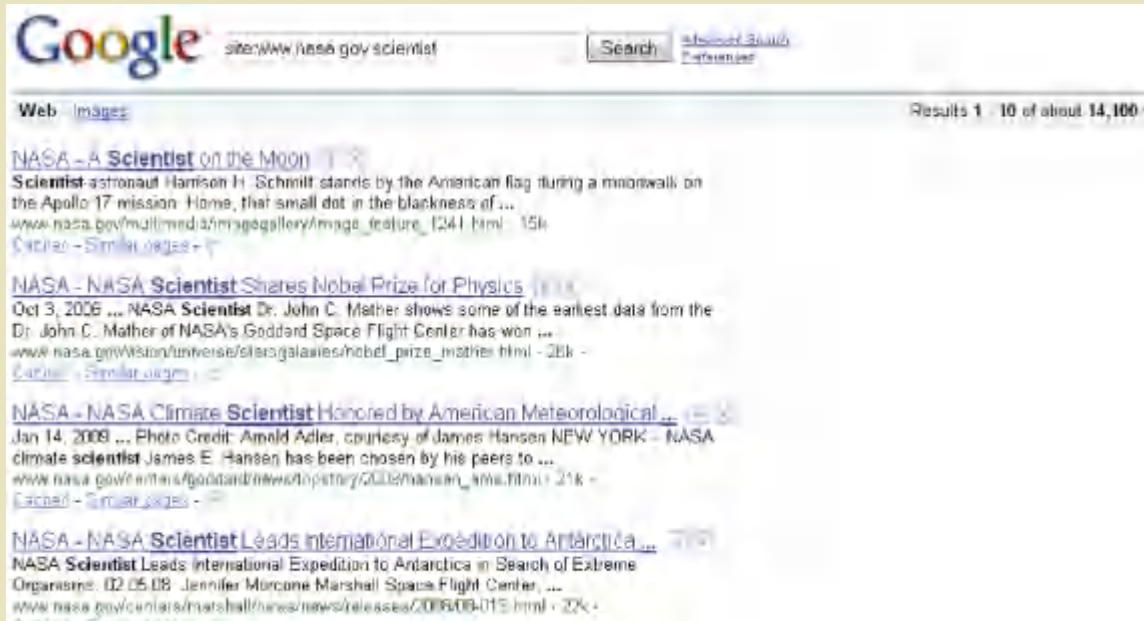
The screenshot shows the Jigsaw website's search interface. At the top, there's a navigation bar with the Jigsaw logo, a welcome message, and user statistics (1,410 points, 99% rating). Below this is a search bar with a 'Go' button and links for 'Saved Searches', 'Advanced Search', 'Get Points', 'My Jigsaw', and 'Community'. The main section is titled 'Find Contacts (Find Companies)' and features a search form with fields for 'Title', 'Company', 'Last Name', and 'First Name'. There are also checkboxes for 'Include Graveyard Contacts', 'Director-Level', 'Manager-Level', 'Staff', 'Other', 'Human Resources', 'Support', 'Operations', and 'IT & IS'. The 'Levels' and 'Departments' sections have dropdown menus for 'Select All' and 'None'.

Jigsaw can find resources in any field, including Information Technology, Healthcare, Logistics, Finance, Sales and much more. In this search, we are looking for nurses located anywhere in the United States. The search pulls back 49K+ search results. Jigsaw offers both fee and free accounts to access this kind of information.

Job Title	Company	City	State	Matched	
Nurse	Stacy, Susan	San Francisco	CA	12/04/09	
Instructor-Anatomy & Physiology	David, David	South Texas College	Houston	TX	11/04/09
Director of Adult Care	David, David	1000 J Street NW	Washington	DC	12/04/09
Director of Nursing	David, David	1000 J Street NW	Washington	DC	12/04/09
Associate Professor - Surgery and Pediatrics	David, David	1000 J Street NW	Washington	DC	12/04/09
Clinical Nurse	David, David	1000 J Street NW	Washington	DC	12/04/09
Public Health Nurse, HIV Clinician, HIV/AIDS Coordinator	David, David	1000 J Street NW	Washington	DC	12/04/09
Public Health Evaluation and Manager of Evaluation	David, David	1000 J Street NW	Washington	DC	12/04/09
Nurse in Charge	David, David	1000 J Street NW	Washington	DC	12/04/09
Staff Nurse - Nursing-ENT/ENT	David, David	1000 J Street NW	Washington	DC	12/04/09
Nurse Manager	David, David	1000 J Street NW	Washington	DC	12/04/09
Clinical Nurse, 1000 J Street NW	David, David	1000 J Street NW	Washington	DC	12/04/09
Clinical Nurse, 1000 J Street NW	David, David	1000 J Street NW	Washington	DC	12/04/09
Director of Nursing	David, David	1000 J Street NW	Washington	DC	12/04/09
Associate Director of Nursing	David, David	1000 J Street NW	Washington	DC	12/04/09
Head Nurse - ENT/ENT/ENT, ENT/ENT/ENT	David, David	1000 J Street NW	Washington	DC	12/04/09
Nurse	David, David	1000 J Street NW	Washington	DC	12/04/09
Nurse Manager	David, David	1000 J Street NW	Washington	DC	12/04/09

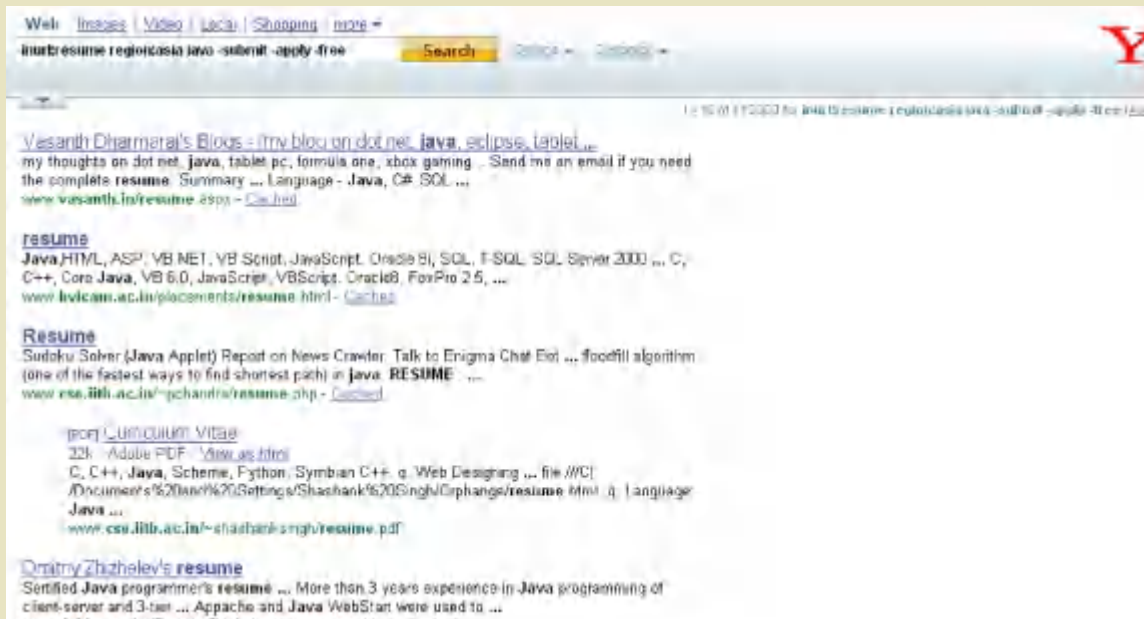
Search Engines

Search Strings: Ready To Deploy Examples



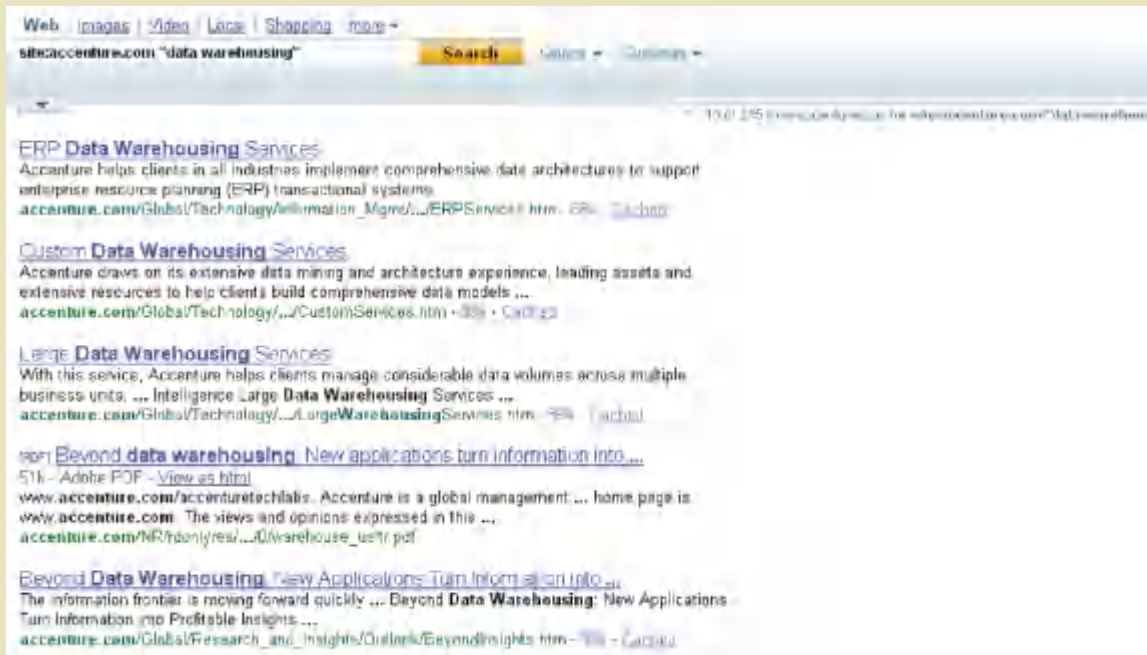
01 Find Scientists From NASA

site:www.nasa.gov scientist



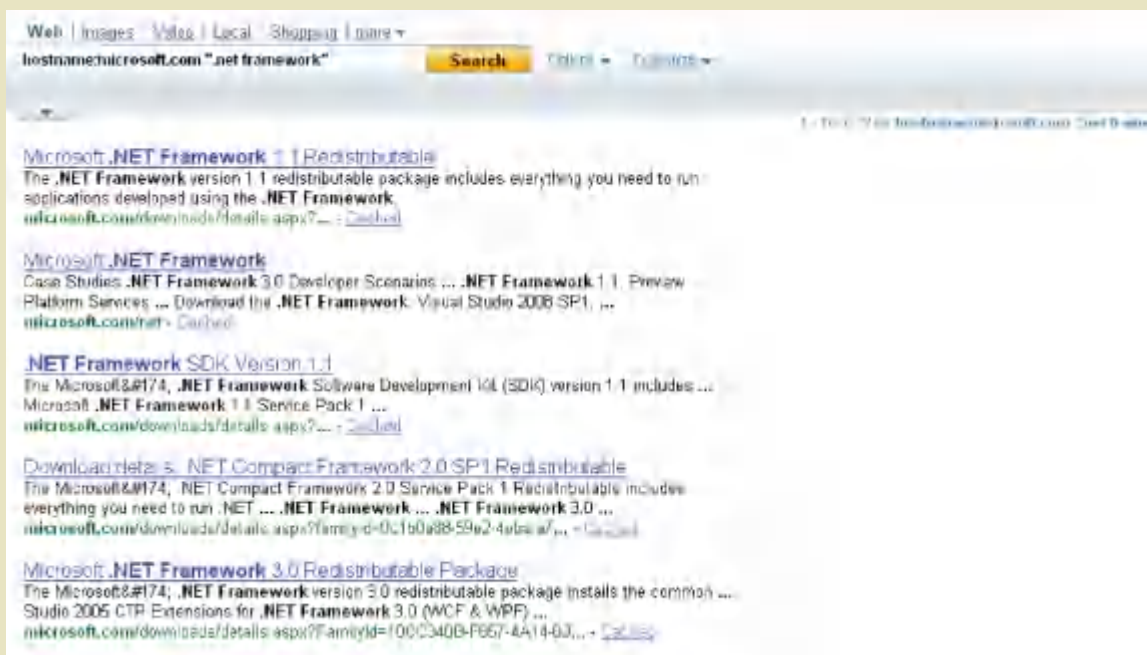
02 Find Java Developers In Asia

inurl:resume region:asia java -submit -apply -free



03 Search Accenture For Data Warehousing Professionals

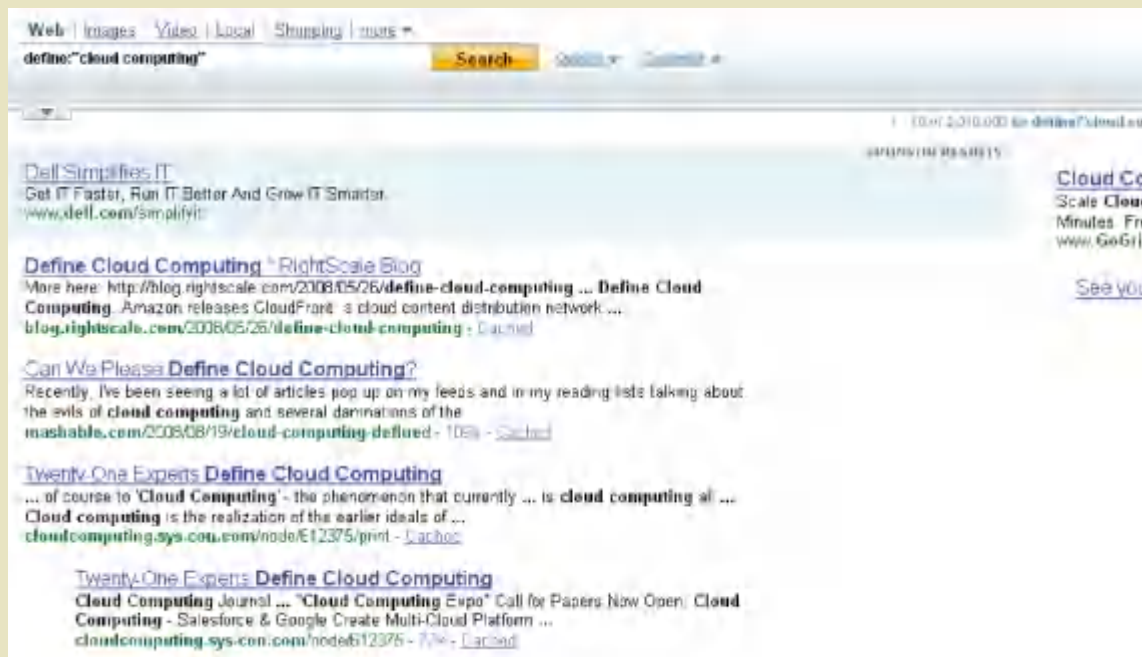
site:accenture.com "data warehousing"



04 Find Microsoft Employees Skilled In "ASP.NET"

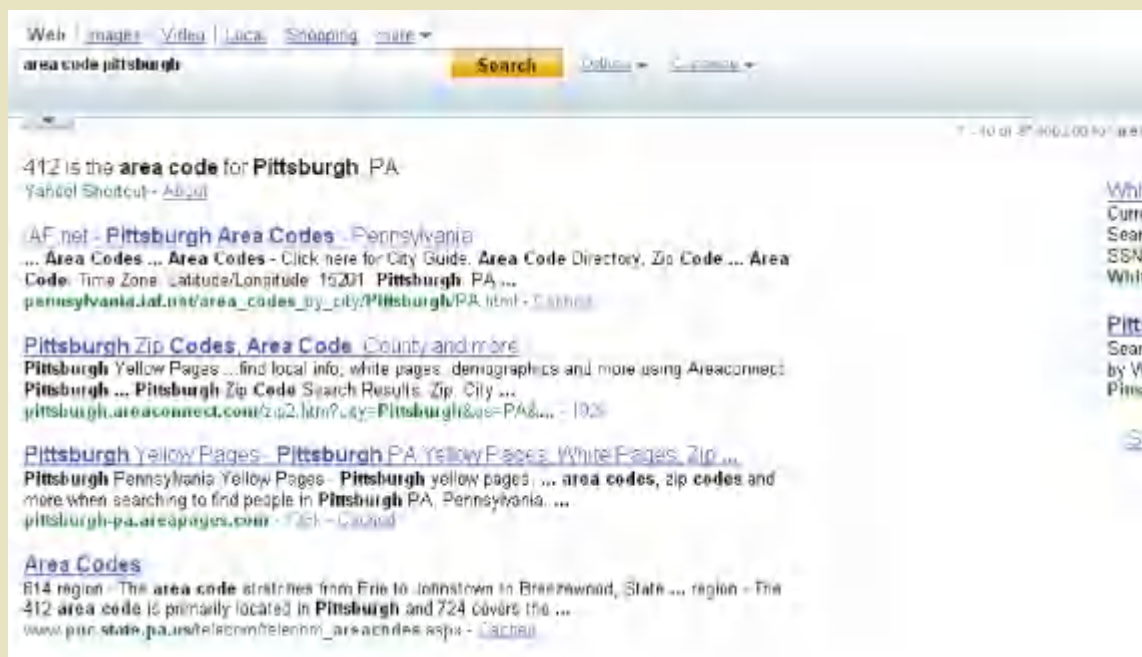
hostname:microsoft.com ".net framework"

Search Engines



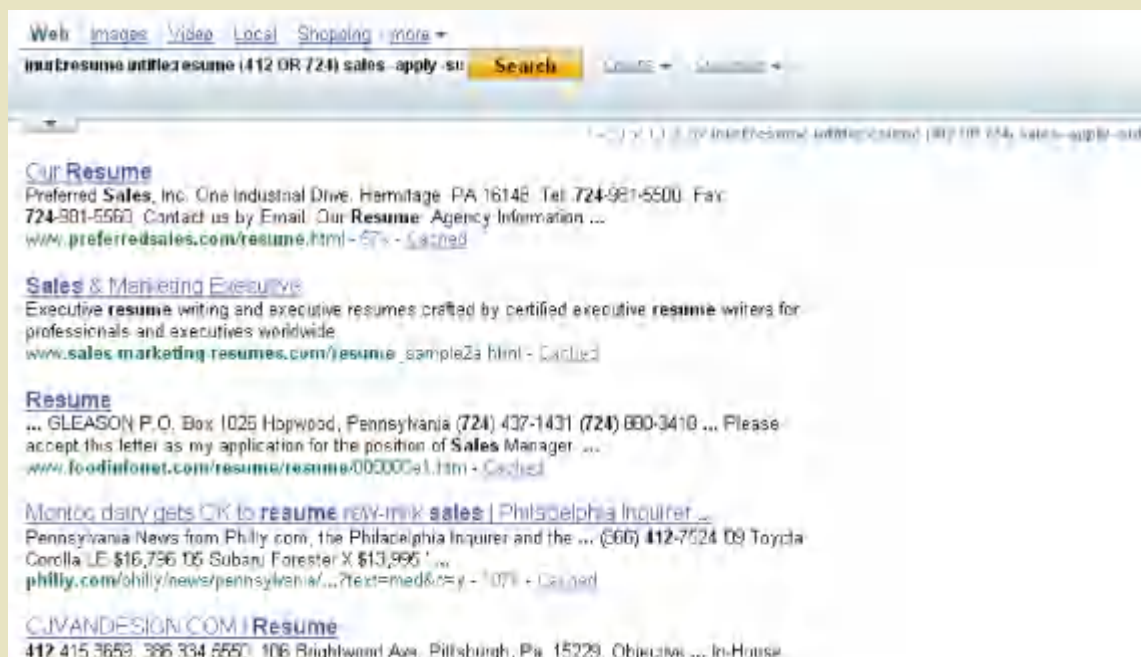
05 What Is Cloud Computing?

define:"cloud computing"



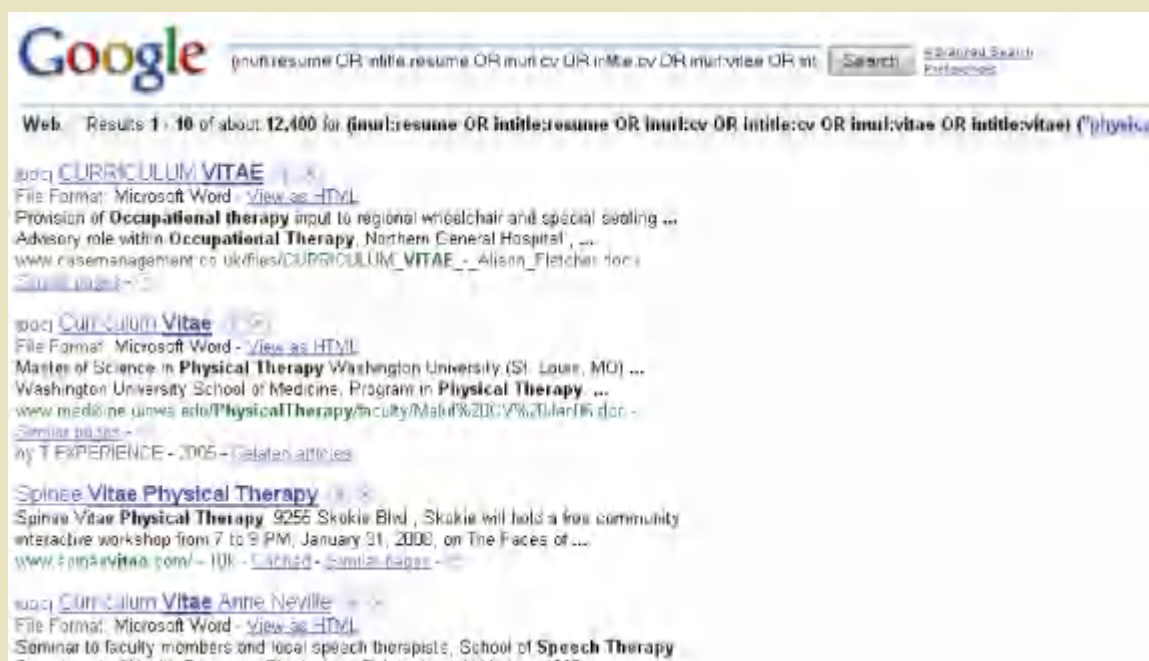
06 What Is The Area Code In Pittsburgh?

area code pittsburgh



07 Looking For Sales Professionals In Pittsburgh

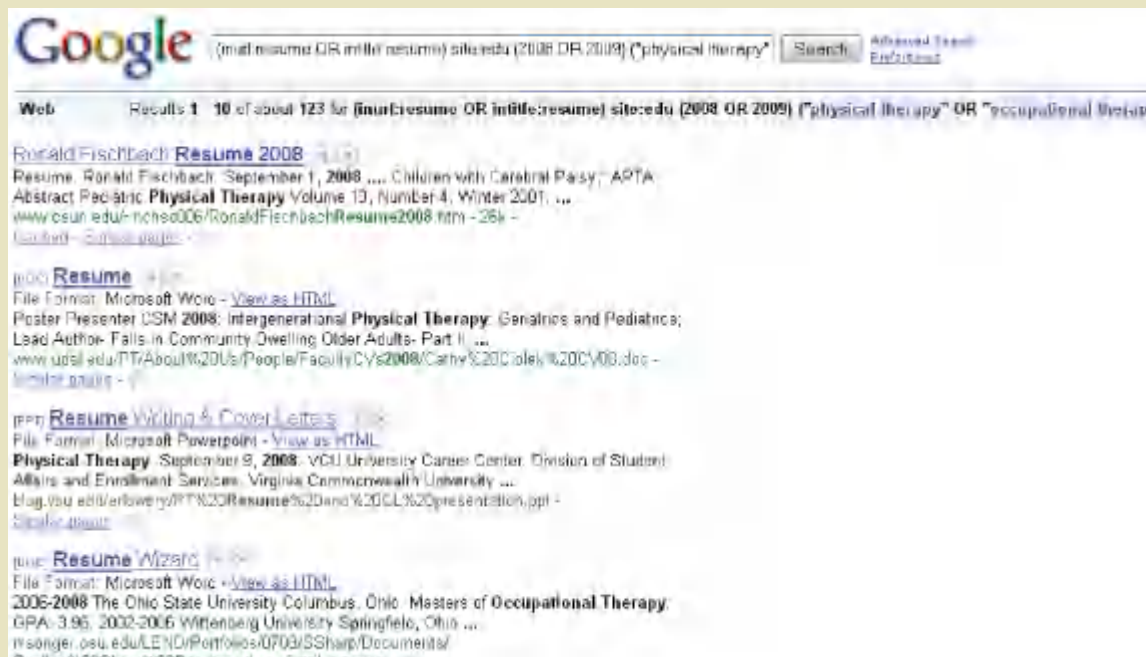
inurl:resume intitle:resume (412 OR 724) sales -apply -submit -sample -example



08 Find Physical, Occupational And Speech Therapy Professionals

(inurl:resume OR intitle:resume OR inurl:cv OR intitle:cv OR inurl:vita OR intitle:vita) ("physical therapy" OR "occupational therapy" OR "speech therapy") -sample -template -careers

Search Engines



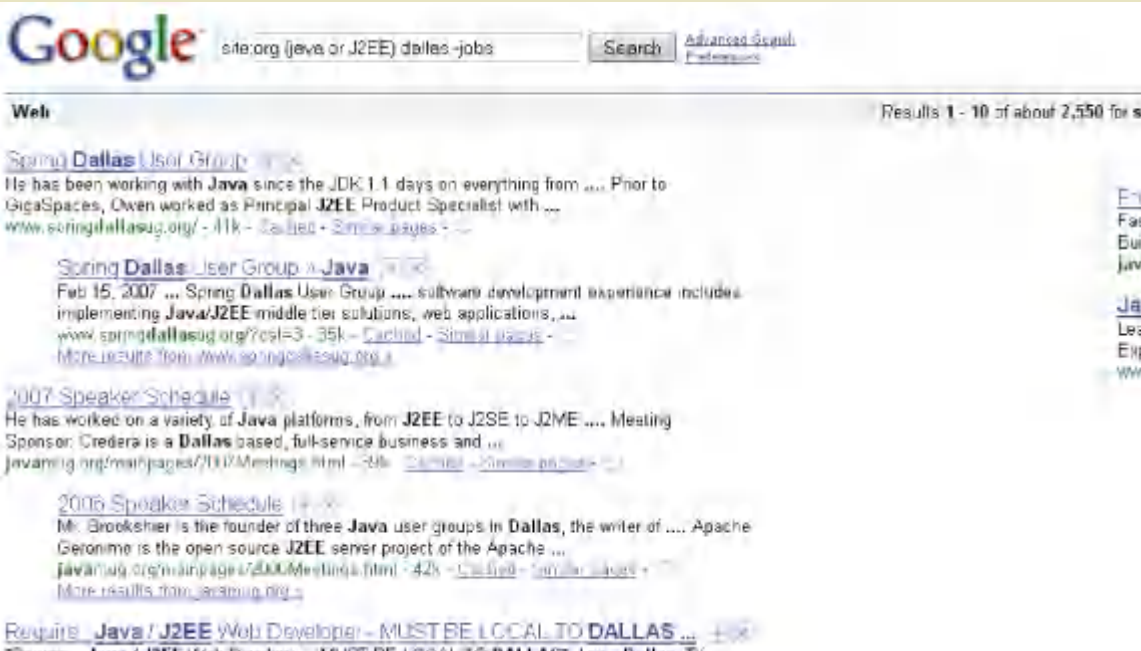
09 Find Physical, Occupational And Speech Therapy Graduates

(intitle:resume OR intitle:resume) site:edu (2008 OR 2009) ("physical therapy" OR "occupational therapy" OR "speech therapy")



10 Find Physical, Occupational And Speech Therapy Professionals on MySpace

site:myspace.com ("physical therapy" OR "occupational therapy" OR "speech therapy") -jobs -vids -groups -blogs



11 Find Java User Groups In Dallas

site:org (java or J2EE) dallas -jobs



12 Find Membership Directories

(site:com OR site:org) "membership directory"

Search Engines



13 Find Email Addresses

(filetype:xls OR filetype:pdf) (filetype:xls OR filetype:pdf) (*@bp.com OR *@chevron.com OR *@microsoft.com OR *@target.com OR *@verizon.com OR *@homedepot.com)



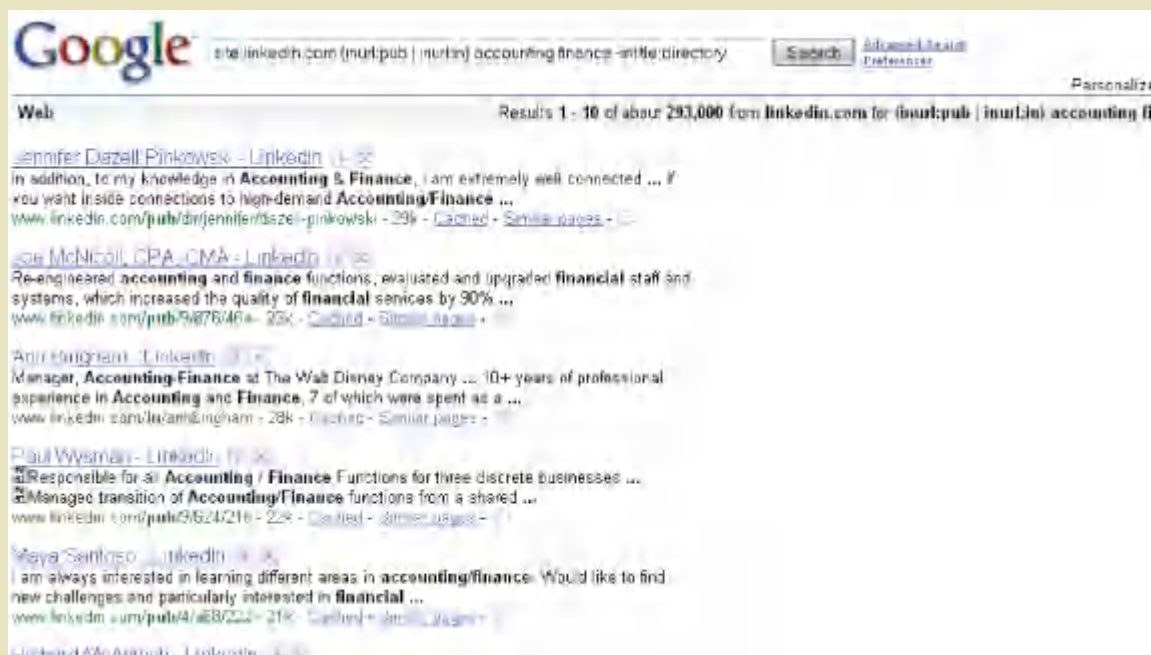
14 Find J2EE Resumes

+j2ee +swing (filetype:doc | filetype:pdf | filetype:rtf | filetype:txt) (resume | cv | "curriculum vitae") -jobs



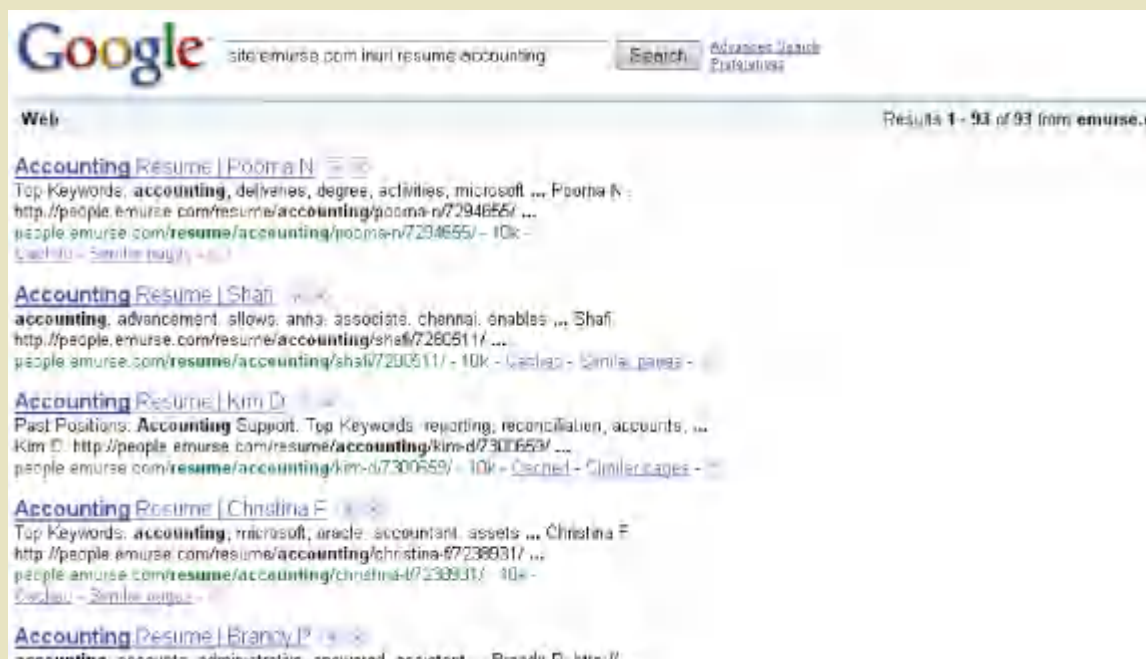
15 Find Professionals With CCIE Certifications

```
~cv"CCIE *2010..15999"-example-sample-jobs
```



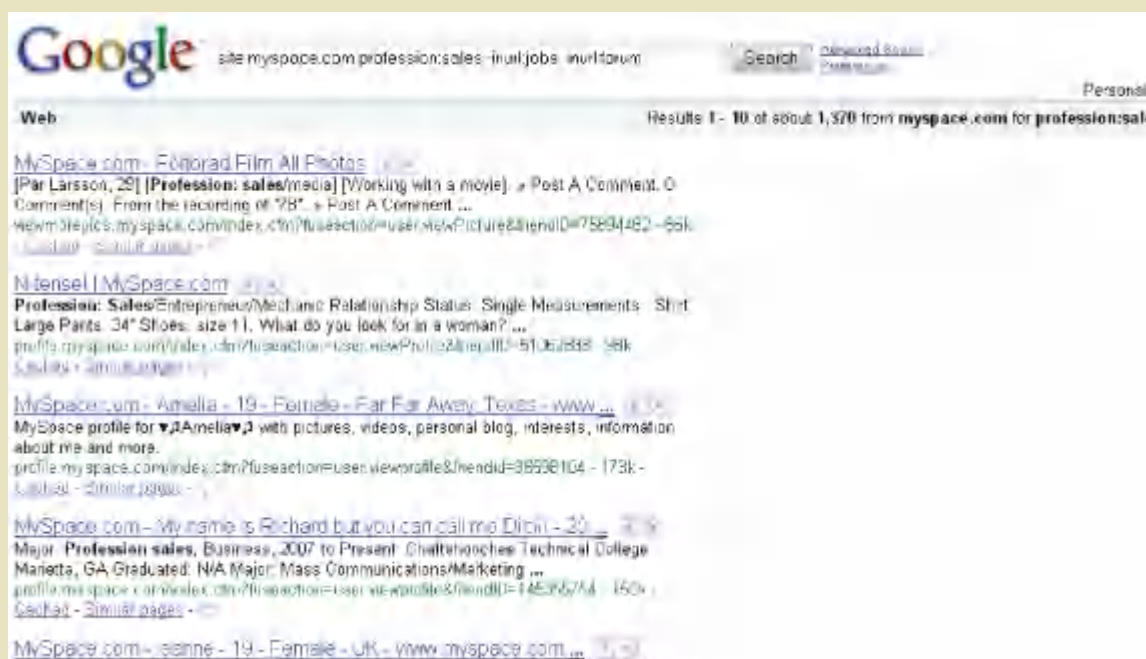
16 Find Accountants Using LinkedIn

site:linkedin.com (inurl:pub | inurl:in) accounting finance -intitle:directory



17 Find Accounting Professionals On eMurse

site:emurse.com inurl:resume accounting



18 Find Sales Professionals on MySpace

site:myspace.com profession:sales -inurl:jobs -inurl:forum



19 Find Bilingual Professionals

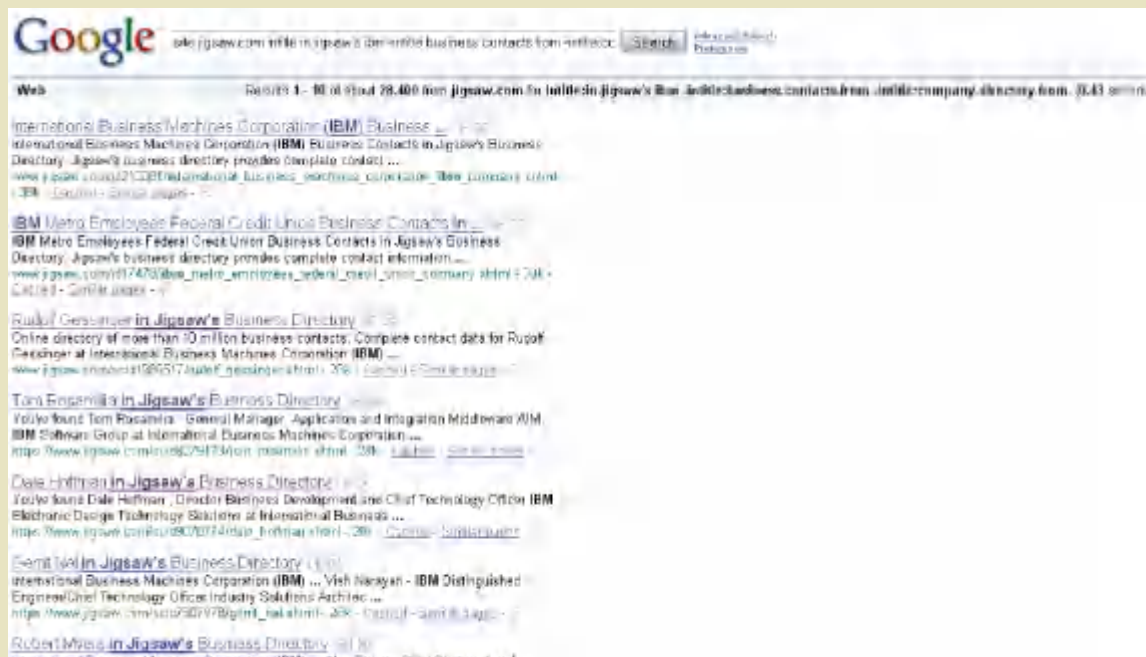
`intitle:resume inurl:resume (fluently OR fluency OR fluent OR native OR bilingual OR bi/lingual OR "bi lingual" OR conversational) -submit -apply -sample`



20 Find Nurses

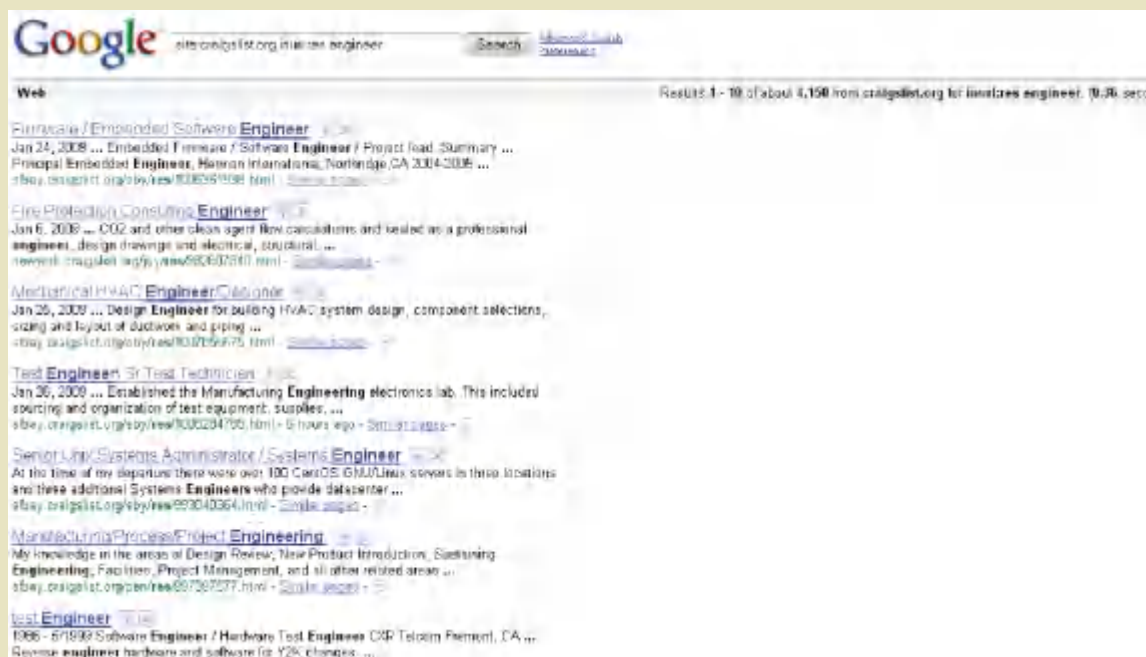
`(intitle:resume | inurl:resume) nurse --job --jobs -sample`

Search Engines



21 Find People In Jigsaw

site:jigsaw.com intitle:in.jigsaw's ibm -intitle:business.contacts.from -intitle:company.directory.from



22 Find Resumes On Craigslist

site:craigslist.org inurl:res engineer



23 Find Diversity Organizations



24 Find People In Diversity Organizations

"national association of black accountants" (intitle:officers OR intitle:directors OR intitle:members OR intitle:board OR intitle:attendees)

CHAPTER 2

Social & Business Networks

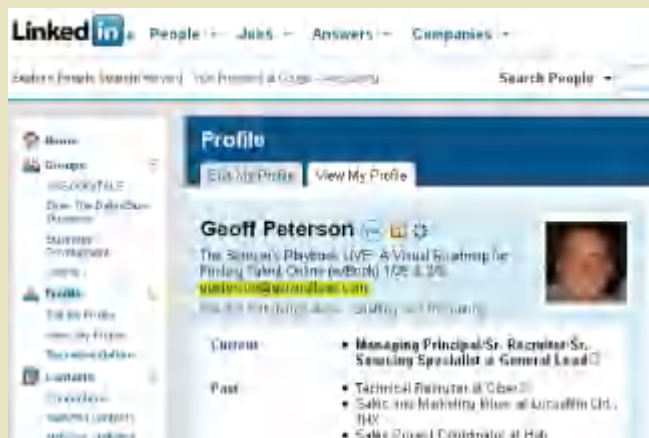
Getting Connected.

You can't have a conversation about being online today without talking about social and business networks. Almost every site online has transformed itself to have some sort of network and social-like function. Millions of people around the world use online networks to connect, make friends, find jobs, and share information. This section explores many of the most popular social and business networks today, including LinkedIn, Facebook and MySpace in addition to many others.

LINKEDIN

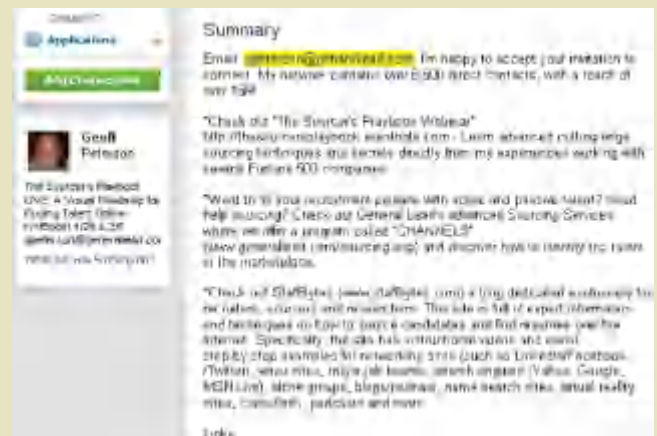
LinkedIn is an online business network comprised of over 35 million professionals. In LinkedIn, each professional gets their own page, where they present information about their background. Most use LinkedIn just like an online resume or portfolio of their professional experiences. The value of LinkedIn comes in the vast networking opportunities it affords by “linking” to people you know, as well as making connections with new people. Each member has the option of signing up for a free account or upgrading to one of several fee accounts, each providing more use of the online community. LinkedIn is by far and away the most popular and fastest growing of online networks amongst those involved in recruiting and sales today.

LinkedIn Tutorial #1: Build Your Profile



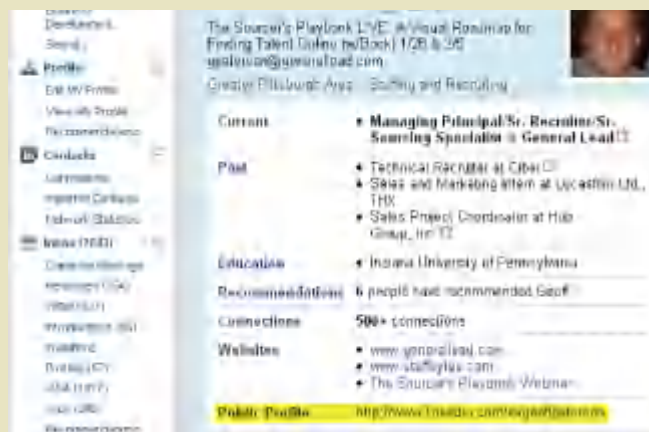
01 Title

Please your email address in your “title” at the top of your profile. This indicates you are open to receiving invitations to connect.



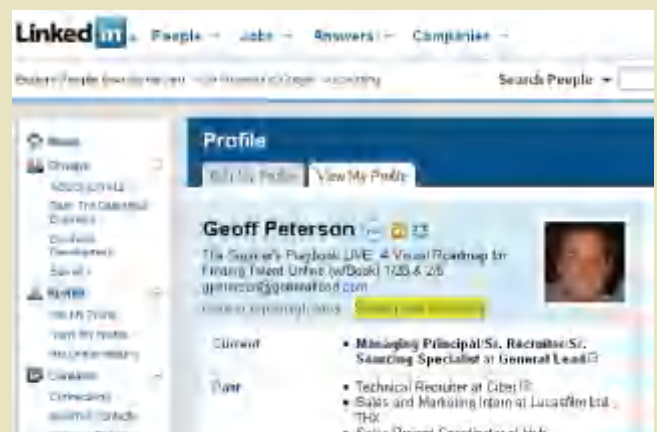
02 Summary

Place email address in top of Summary in profile. Also state “open networker” in this area.



03 Public Profile

Enable profile to be found online. Change public profile to include your name. It's more personable and makes you easily identified on search engines.



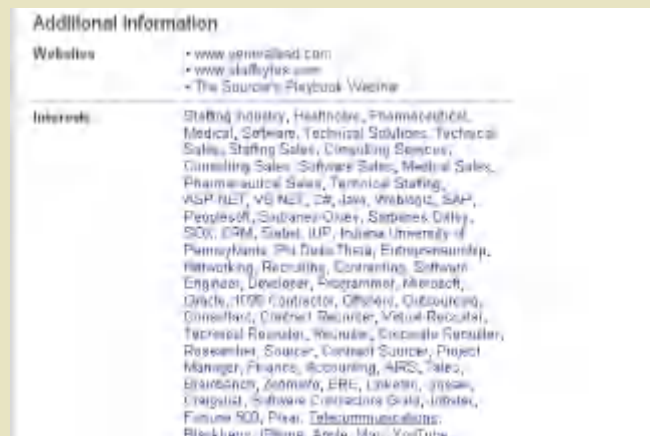
04 Industry

Change industry in profile to accurately reflect your area of expertise or area your company works in.

Spotlight on: LinkedIn



- Watch LinkedIn video tutorials out on StaffBytes (www.staffbytes.com),
- Visit LinkedIn's Learning Center (<http://learn.linkedin.com/>),
- Read LinkedIn's blog (<http://blog.linkedin.com/>) to stay up to the minute.



05 Experience & Education

Fill in each section with as much detail as possible. Include details from your resume, bio and more.



07 Be Creative

For example, display open positions in the Summary, and provide website links to your career pages, opportunities, and other key areas.

06 Key Words

Think of all the ways to be found. Add as much detail and key words to get more profile views and more invitations to connect.



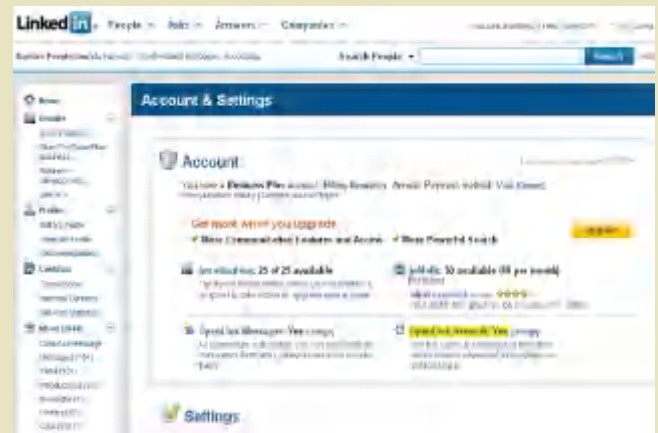
08 Applications

Add applications such as SlideShare or Box to your profile to gain more visitors and attract more candidates.



09 Contact Settings

Place email address in contact settings so people will reach out to connect.



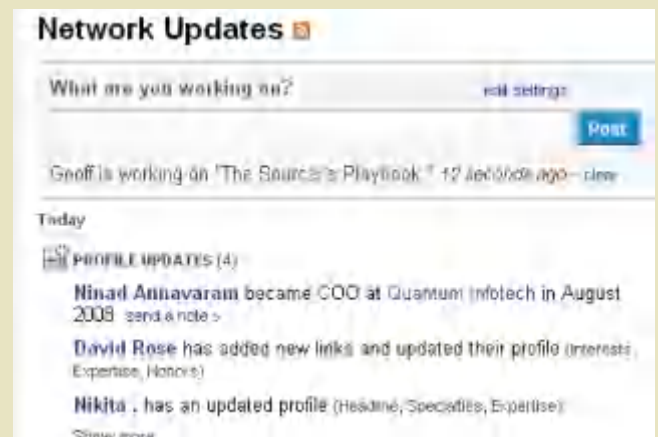
10 OpenLink

For pay account users, under "Account and Settings," join the OpenLink Network. This allows free messages with other OpenLink members.



11 Recommendations

Get trusted connections to give you a recommendation to show in your profile.



12 Status

Update your status periodically. Talk about your specific needs. This updates to your networks' home page.

Mini Tutorial: Start Your Own Network

Ning

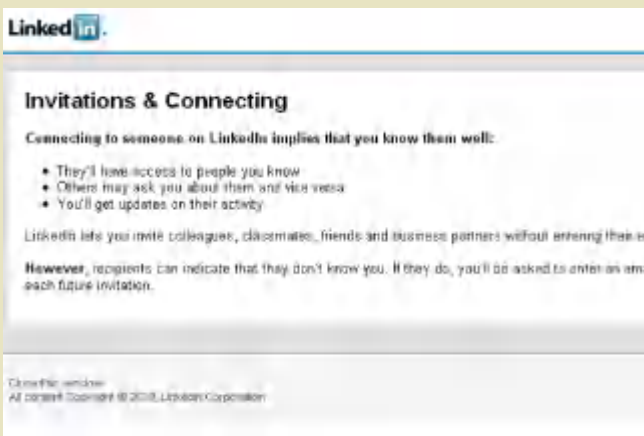
Sites such as Ning, CollectiveX, and OneSite allow users the freedom to set-up and deploy their own social and business networks. Some are free to create, while others charge fees. Ning has become a very popular site, with specific networks such as RecruitingBlogs gaining fast traction in the Ning community.

LinkedIn Tutorial #2: Build Your Network



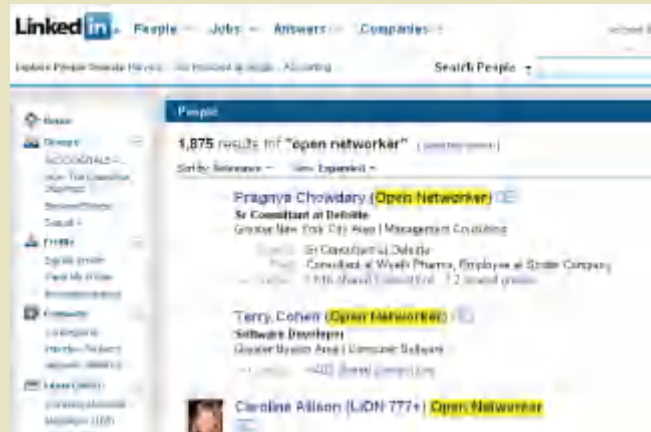
01 Accept Invitations

Accept ALL invitations to connect that you receive, regardless of who they are. You always have the option of disconnecting with them later if you want. The goal is to build a large network.



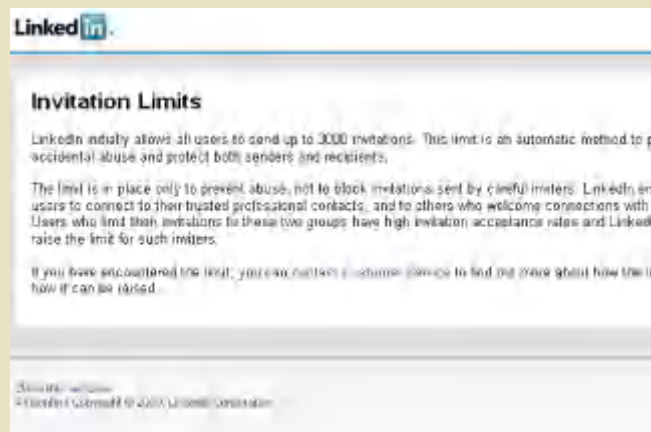
03 Be Careful

Be careful who you send invitations to. LinkedIn can suspend or remove your account if too many people claim they "don't know" you from your invitation.



02 Invite Other Members

Invite other members to connect. Look for friends, colleagues, former colleagues, "open networkers" and others with emails in their profiles. These are safe because they will accept.



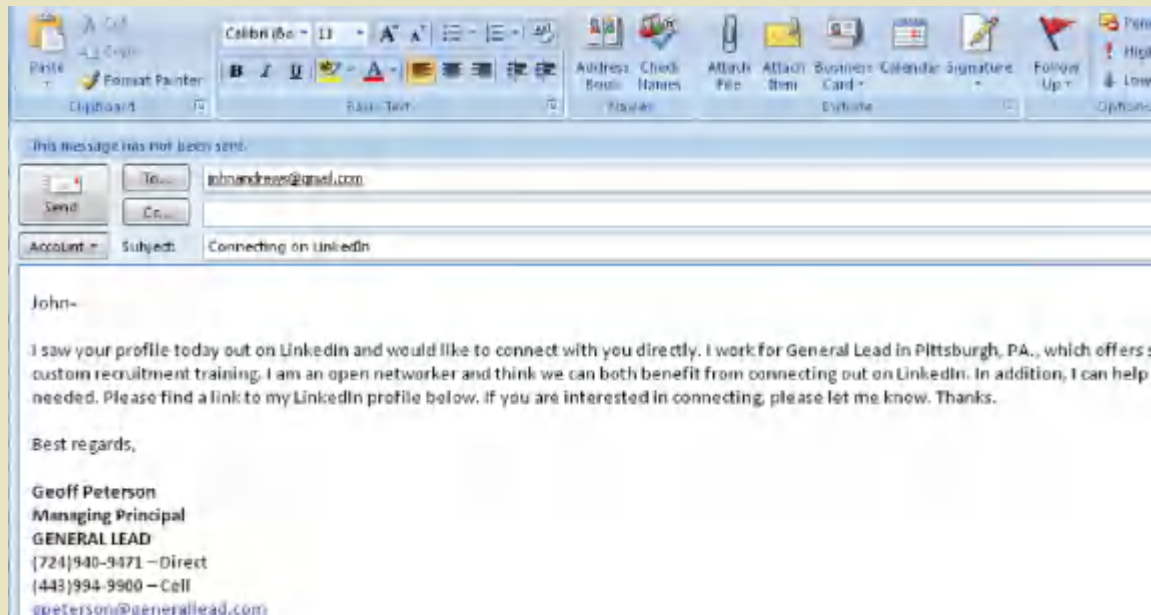
04 Members Only

Only send invites to actual LinkedIn members. Don't waste them on non-members. You only get 3,000 invitations, and requesting more through customer service can be tough at times.

Spotlight: Online Groups

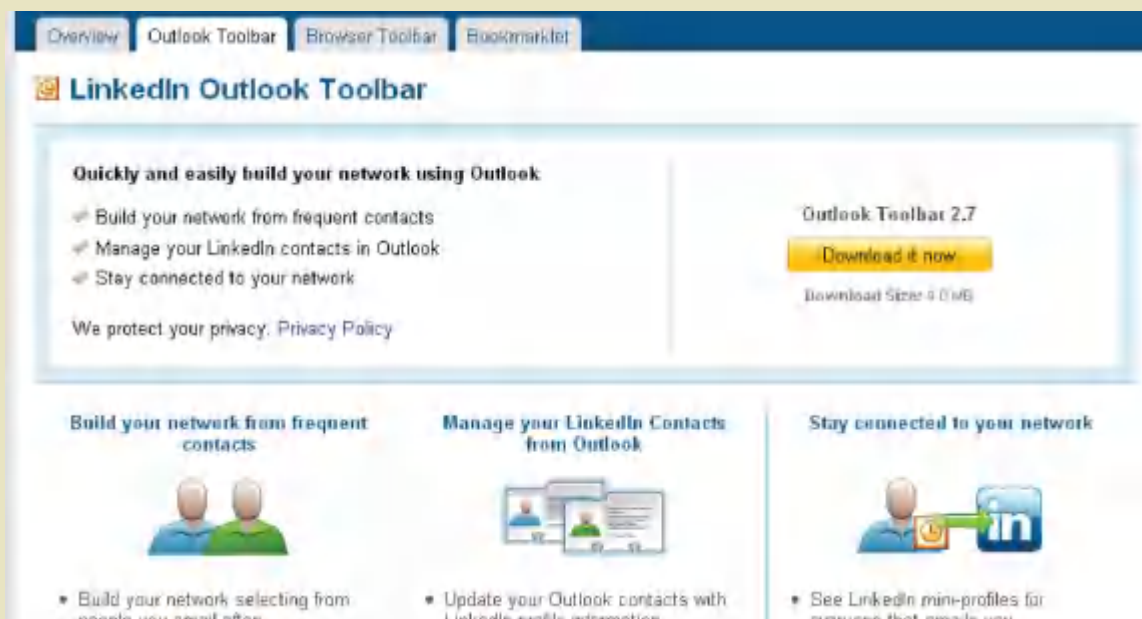


There are many online groups today for Sourcers to take advantage of. These include Yahoo Groups, Google Groups and MSN Groups. In these communities, users have the option of joining and starting their own groups on any topic or special interest. You can find groups for any industry. There you can promote your company and connect with new potential candidates.



05 “Feeler” Emails

Send “feeler” or introduction emails to those you don’t know outside of LinkedIn to connect. Ask if they will accept your invitation before sending it along. This is playing it safe.



06 Get Outlook Toolbar

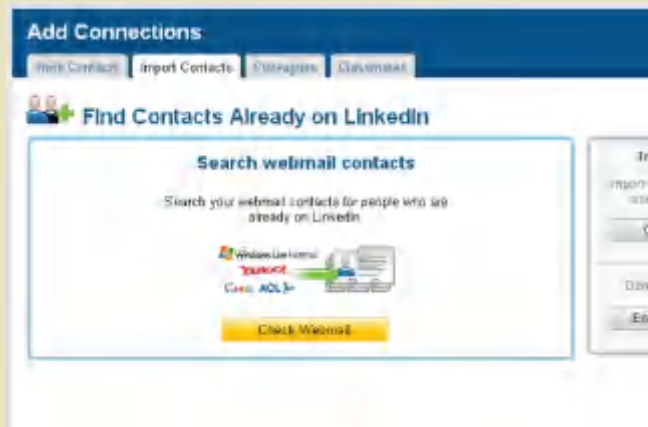
Download the Outlook toolbar. Send invitations to people you are not 1st connections with.

Social & Business Networks



07 Get Firefox Toolbar

For Firefox web browser users, download the Firefox Toolbar. This will give you direct access to LinkedIn while outside the site. You will then discover new users to connect with and more.



08 Scan Your Email

Have LinkedIn search your email client such as Yahoo for current LinkedIn users. Connect with those members from there.



09 Be Personable

Be sure to personalize each invitation. Do not send out the standard boiler plate template already listed in LinkedIn. This will ensure it gets read and accepted.



10 Work The Community

Get other members to send you invitations. Simply ask others to connect in the community. LinkedIn "Answers" and "Groups" are two areas to start dialogue with new members.

Mini Tutorial: Flickr



Flickr is a photo sharing site with networking features. There are several ways to source candidates here. Consider the following search string: site:flickr.com inurl:people engineer. The key word "engineer" can be substituted for anything. This string brings 34K+ results. From there, you can find profiles on the pages and use Flickr's "mail" to try and reach people. Try also searching the site by "tags" and peer into the "Groups."



The TopLinked 50

The Top 50 most connected people out of 34 billion on the TopLinked.com Members list. View it.

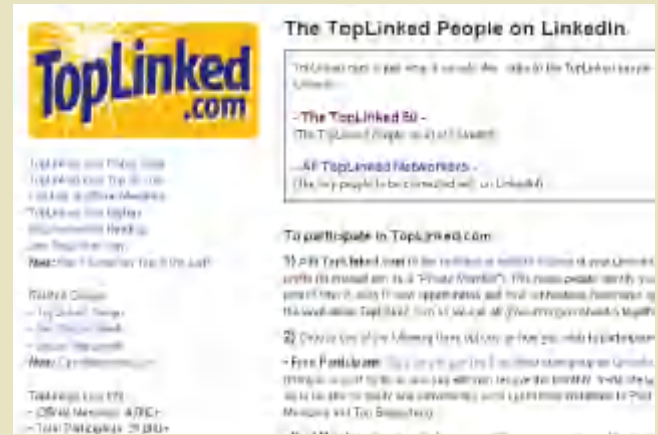
Click here to [View Frank Connors](#)

(The public directory is connected to the TopLinked.com Members list.)

Rank	Name (as on LinkedIn)	Connections
1	Eyn Budge	42,000+
2	Elizabeth Wolman Weinberg	41,000+
3	James P. Connors	40,000+
4	Steve Duda	34,000+
5	Wojciech	33,000+
6	Mark Friedman	31,000+
7	Ken Master	30,000+
8	William (Bill) Hewitt	30,000+
9	Michael Newman	29,000+
10	Paul Tappin	29,000+
11	Felix R. Fuchs	27,000+
12	Shirley Stuchlik	27,000+

11 Find The Most Connected

Use Toplinked.com to find and connect with LinkedIn's most connected members. Connecting with these members will increase your searchable network into the millions.



The TopLinked People on LinkedIn

TopLinked.com is the only place where you can find the TopLinked People on LinkedIn.

The TopLinked 50
(The TopLinked People on LinkedIn)

All TopLinked Networkers
(The only people to be connected with on LinkedIn)

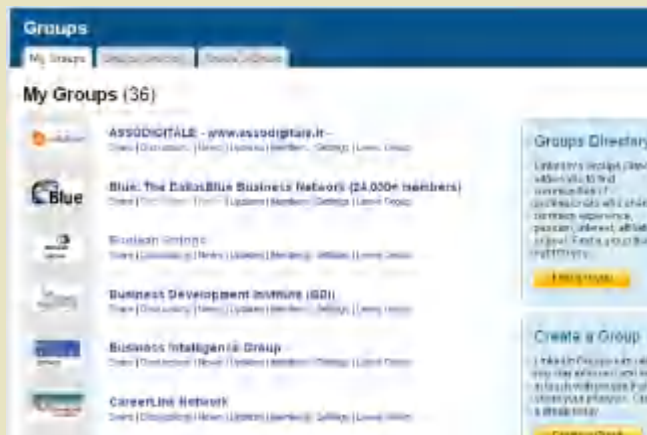
To participate in TopLinked.com

1) First TopLinked.com is the only place where you can find the TopLinked People on LinkedIn. It is the only place where you can find the TopLinked People on LinkedIn. It is the only place where you can find the TopLinked People on LinkedIn.

2) Second TopLinked.com is the only place where you can find the TopLinked People on LinkedIn. It is the only place where you can find the TopLinked People on LinkedIn. It is the only place where you can find the TopLinked People on LinkedIn.

12 Join TopLinked.com

On Toplinked.com, also check into the feature of joining their group, both the free and fee memberships. Both give you more exposure online and help to increase your network.



Groups

My Groups (36)

- ASSOCIATED - www.associated.it**
Groups (Discussion) | News | Updates | Members | Settings | Leave Group
- Blue: The DallasBlue Business Network (24,000+ members)**
Groups (Discussion) | News | Updates | Members | Settings | Leave Group
- Business Groups**
Groups (Discussion) | News | Updates | Members | Settings | Leave Group
- Business Development Institute (BDI)**
Groups (Discussion) | News | Updates | Members | Settings | Leave Group
- Business Intelligence Group**
Groups (Discussion) | News | Updates | Members | Settings | Leave Group
- CareerLine Network**
Groups (Discussion) | News | Updates | Members | Settings | Leave Group

Groups Directory

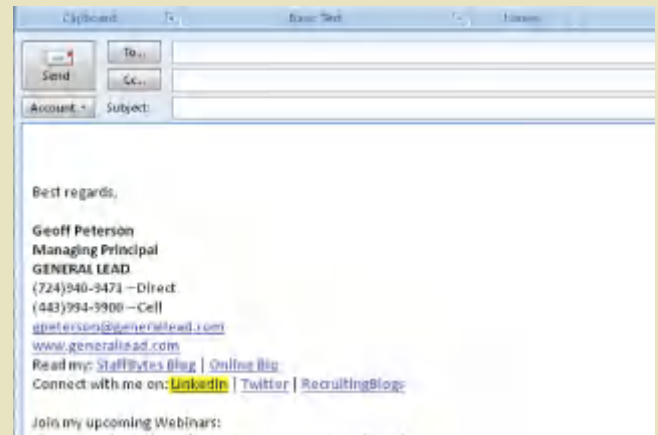
LinkedIn's largest place to find who you know and who knows you. Find out who is in your network and who is not. Find out who is in your network and who is not. Find out who is in your network and who is not.

Create a Group

LinkedIn's largest place to find who you know and who knows you. Find out who is in your network and who is not. Find out who is in your network and who is not. Find out who is in your network and who is not.

13 Join Groups

Join as many LinkedIn groups as you can to increase your exposure online. Examples include LinkedIn LIONS and MyLinking-PowerForum.



Best regards,

Geoff Peterson
Managing Principal
GENERAL LEAD
(724)940-3471 - Direct
(483)994-3908 - Cell
gpeterson@generallead.com
www.generallead.com
Read my: [StaffBytes Blog](#) | [Online Blog](#)
Connect with me on: [LinkedIn](#) | [Twitter](#) | [RecruitingBlog](#)

Join my upcoming Webinars:

14 Signature

Place your LinkedIn vanity URL (public profile) in your email signature. Each email you send can lead to a potential connection on LinkedIn.

Spotlight: Meetup



Meetup (<http://www.meetup.com>) gets you to think "old school" before there were career sites, social networks, and even computers. Meetup helps you do old fashioned face-to-face networking. The site organizes countless groups and events in cities around the world on any topic or interest. You have the option of forming your own group or Meetup as well.

Social & Business Networks



15 Trade Your Lists

Export contacts under “Contacts” and trade lists with other trusted connections or work colleagues. Reach out to these members with “feelers” about connecting.

Spotlight: Sideshow



SideStripe (<http://www.side-stripe.com/w/>) is a “social network search engine” that helps you search inside the likes of Google and Facebook, getting answers to your questions, and comments and recommendations from friends.



Snapshot: Glue

Glue is a very useful add-on for the Firefox web browser that makes browsing the web a social networking experience. Glue is a “pop-up” bar that appears when you visit popular sites around the web. Glue lets you connect with other users in their community, and lets you send and receive recommendations and comments.



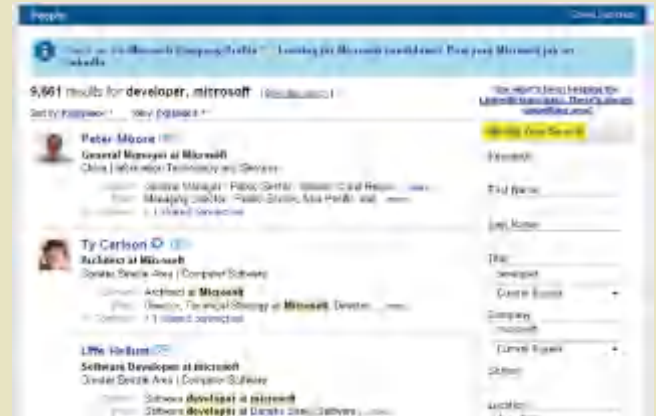
LinkedIn Tutorial #3: Search Inside Your LinkedIn Network



The screenshot shows the LinkedIn 'Advanced Search' interface. It includes fields for 'Keywords' (set to 'jira'), 'Location' (set to 'United States'), 'Postal Code' (set to '20001'), and 'Website' (set to '130 m (160 km)'). There are also dropdown menus for 'Title' (Engineer OR Developer OR Programmer), 'Company' (microsoft), and 'School'. On the right, there are sections for 'First Name', 'Last Name', 'Industries' (with checkboxes for Accounting, Architecture, Alternative Dispute Resolution, Alternative Medicine, and Animation), and 'Groups' (with checkboxes for Sales, The DallasBlue Economic Network (24,000+ members), UPSA, and ASSOCIATES -).

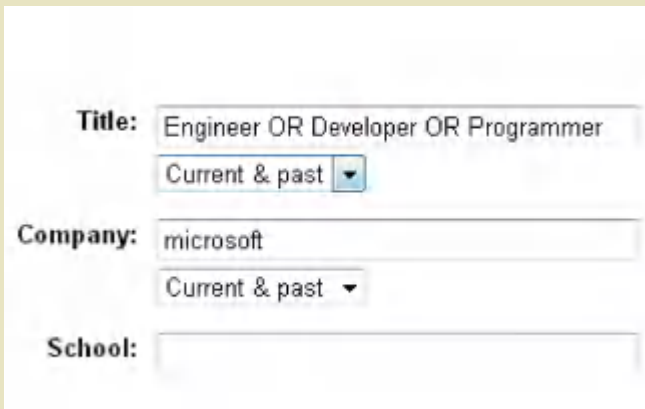
01 Start Very Specific

In People Search, there are many options to start a new search. You can add as little or as much criteria to search as you want. Start very specific, filling in all or most of the fields.

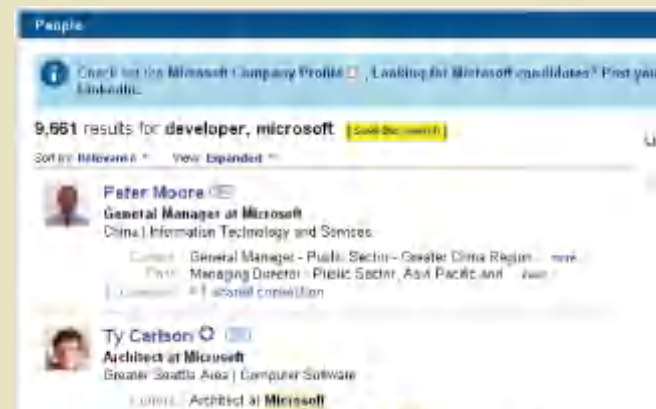


02 Modify Your Searches

If specific and narrow searches don't work for you, remove fields to achieve desired results. By doing this, you will open up your search and cast a wider net with more search results.



The screenshot shows a simplified LinkedIn search form. The 'Title' field is set to 'Engineer OR Developer OR Programmer' with a dropdown menu set to 'Current & past'. The 'Company' field is set to 'microsoft' with a dropdown menu set to 'Current & past'. The 'School' field is empty.



03 Use Boolean Logic

Note that the search fields will accept Boolean logic such as (AND, OR & NOT). For example, you can lay-out multiple words to find or omit in each search, just like in the example shot.

04 Save Your Searches

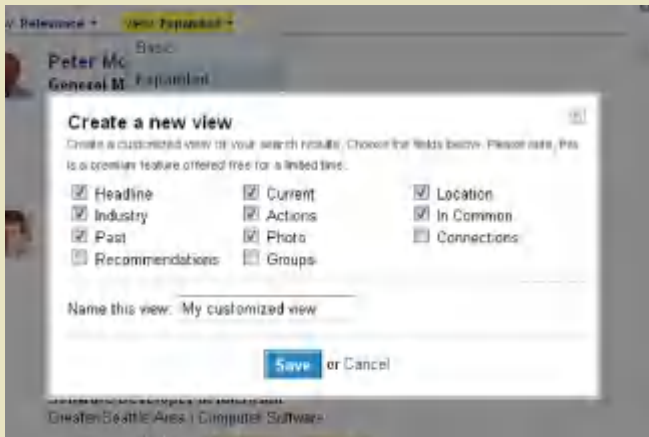
LinkedIn lets all account users save up to 3 searches. Use spreadsheets, browsers or other tools to save other key searches, this way you don't reinvent the wheel each time.

Spotlight: Toolbox



Toolbox.com (<http://www.toolbox.com/>) is a "knowledge sharing community" of over one million professionals in technical, financial and human resources disciplines. The sites offer various ways for sourcers to interact with these professionals through blogs, groups, and wikis.

Social & Business Networks



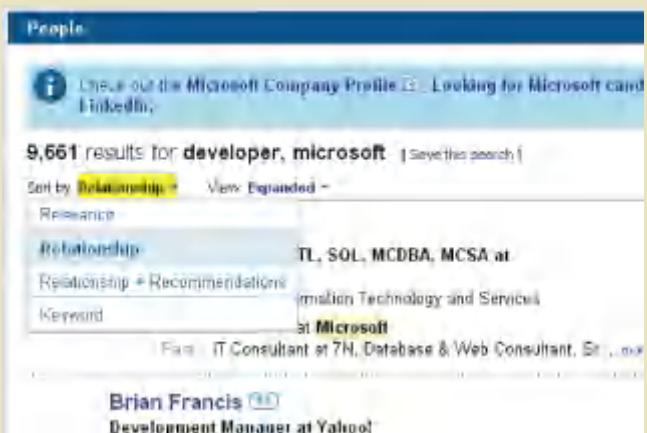
05 Customize Your View

Get a snapshot of the specific information you are looking for in each search by using the drop down “View” menu. There you can “Create a View” to match your needs.



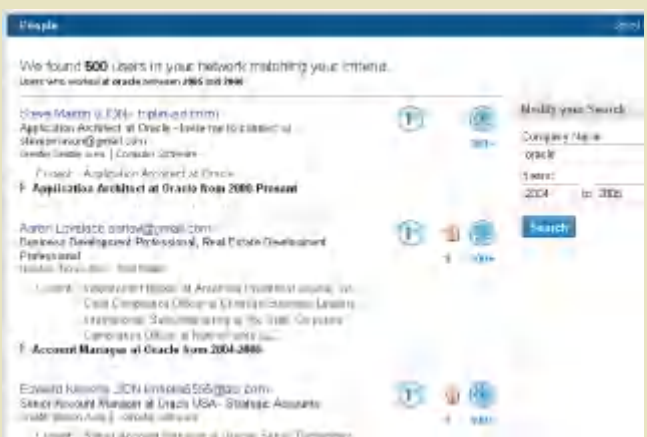
07 Get Recent Results

For those who run similar searches frequently, you won't want to waste your time digging through the same old search results. Use the “Joined” drop down menu to filter accordingly.



06 Filter Search Results

Also note a nice feature in LinkedIn to sort your search results by Relevance, Relationship, Relationship + Recommendations, and Keyword.



08 Utilize Reference Network

Do actual reference checks on candidates, look up old work colleagues and friends, and build competitive intelligence through “Reference Search” under People.

Spotlight: Standout Jobs



Is your career site not getting enough traffic? Try creating another one. StandoutJobs (<http://www.standoutjobs.com>) is a career site crossed with a social network. You can develop your own unique career site promoting your open jobs and company culture with videos, employee profiles, pictures and much more. The site gives active and passive job seekers a more interactive experience.

LinkedIn Tutorial #4: Search Outside Your LinkedIn Network



01 Tap Power Networkers

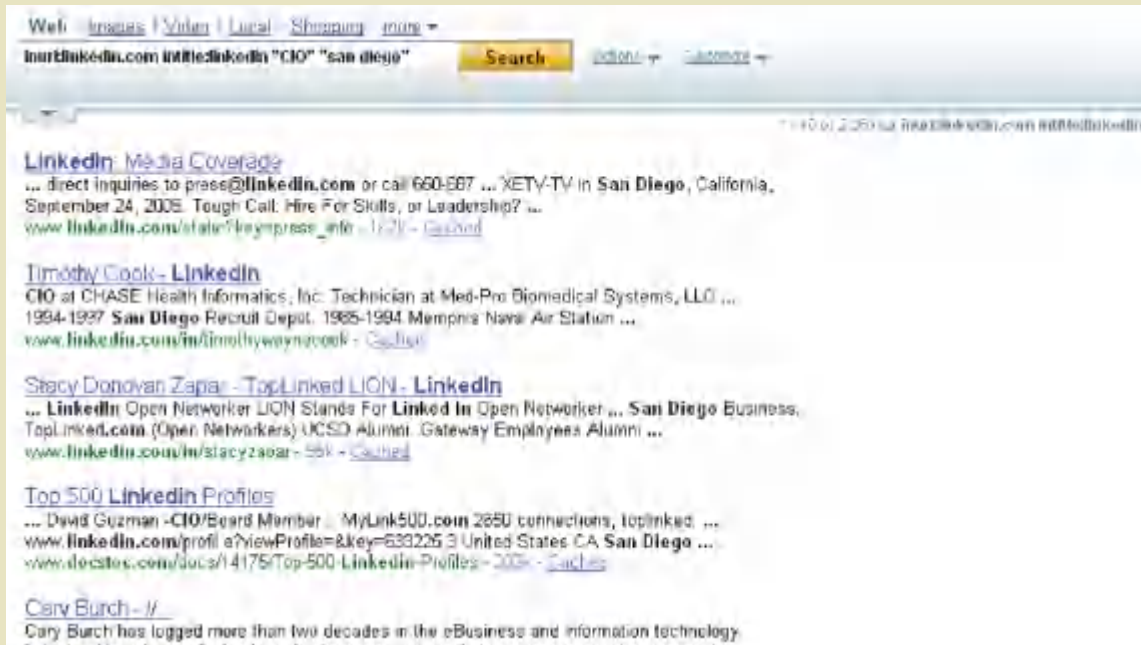
Ask trusted LinkedIn members with larger networks than you to perform searches. Have them send you the exact URL of the results. This will show all the results they see.



02 Find Profiles With Search Engines

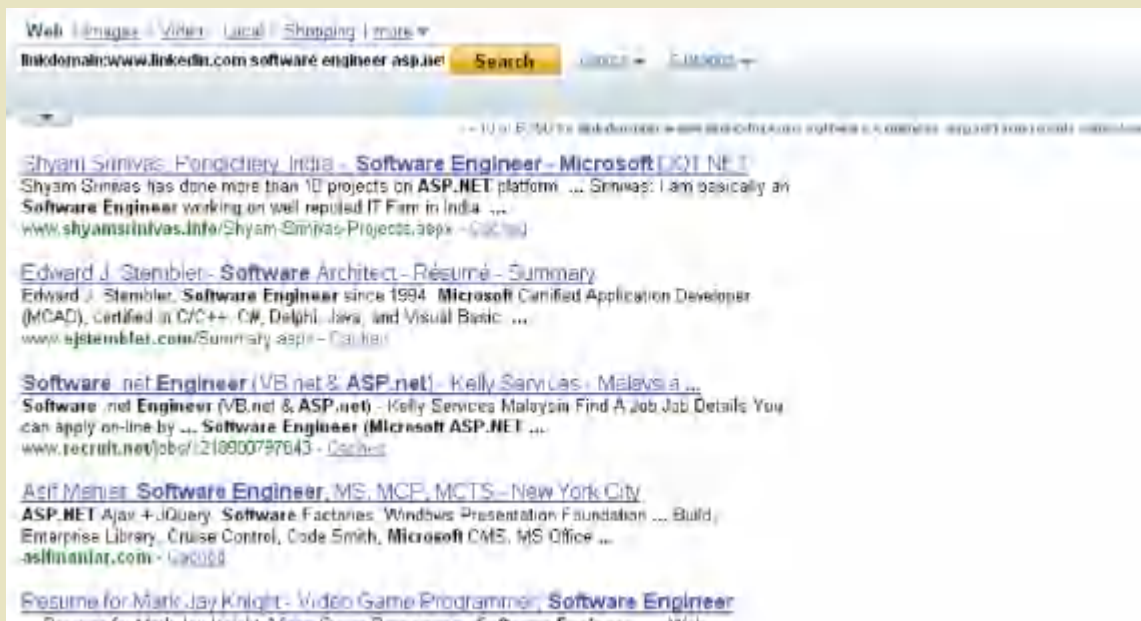
Try the site command (site:linkedin.com) to get results that go beyond your current LinkedIn network. Use multiple search engines, as there is a very low overlap (10%) in search results.

Social & Business Networks



03 Use INURL & INTITLE Commands

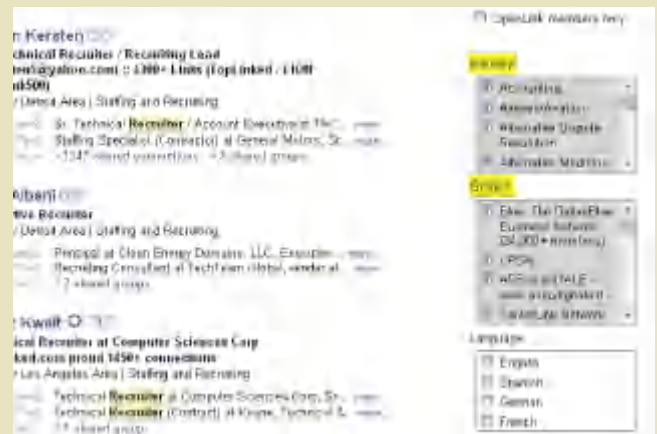
Try using (inurl:linkedin.com intitle:linkedin.com) with key words to pull up more results. Click "repeat the search with the omitted results included" if it appears on the search page.



04 Use LINKDOMAIN Command

Try using the linkdomain command in search engines. Type linkdomain:www.linkedin.com with key words to find people who link back to their profiles from other sites.

LinkedIn Tutorial #5: Networking Rules of Engagement

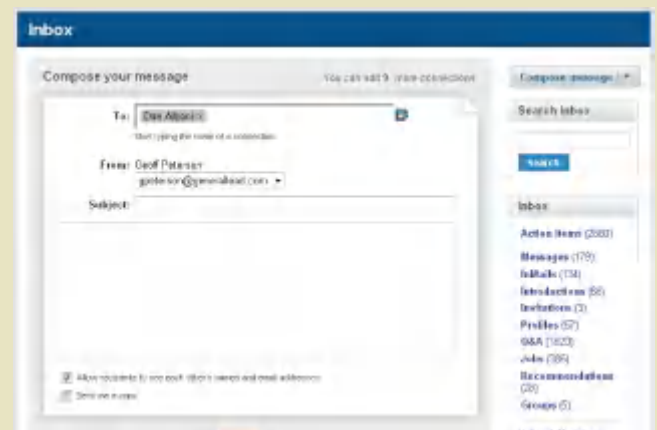
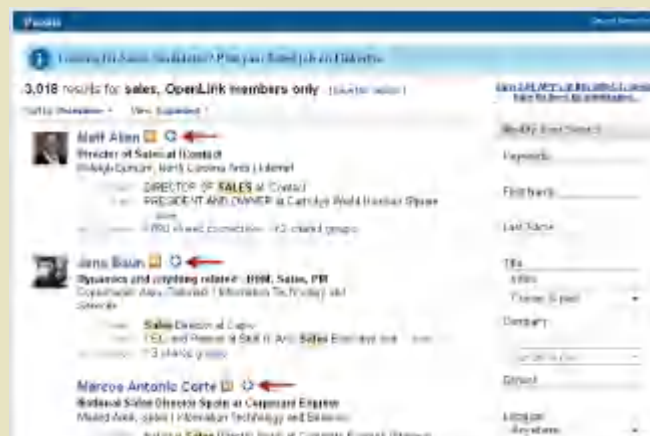


01 Scour Profiles for Key Details

All profiles are set-up like resumes with names, titles and company names to work with. Look for information you can use, such as emails and phone numbers.

02 Find Excuses to Network

For example, when trying to reach out to someone new, look for "Groups" or people in the same "Industry" as you attempt to break the ice and make a connection.



03 OpenLink Messages

All messages to members who have "OpenLink" designated in their profile are free. Look over your search results, and make sure to reach out to these members.

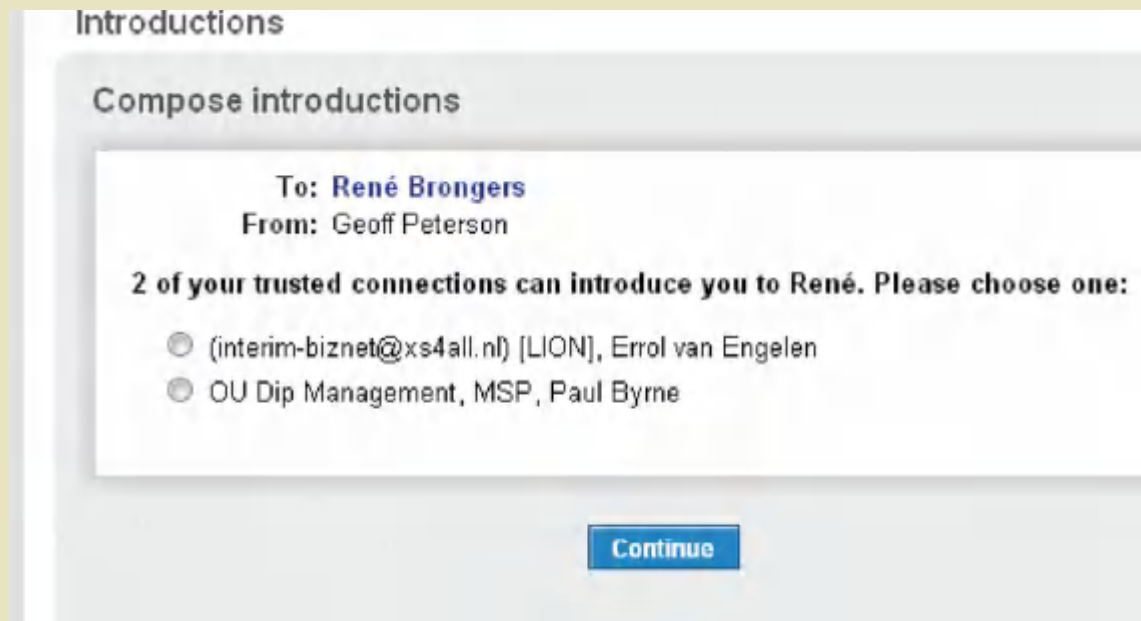
04 Introductions & InMails

LinkedIn claims a 70% response rate on InMail, but don't believe it. The majority of both InMail and Introductions are either never seen due to infrequent logins or being ignored.

Mini Tutorial: Grouply



Manage all your online groups with Grouply. This site allows you to manage both Yahoo and Google groups currently. You can view all your group messages and control all your group posts from one place, making it a valuable time saver. This is especially good for Sourcers who are members of hundreds of groups.



05 Get Real Referrals

If you do want to reach out to a new prospect or candidate via Introductions, make sure you have someone you know personally pass it along. This will insure it actually goes through.



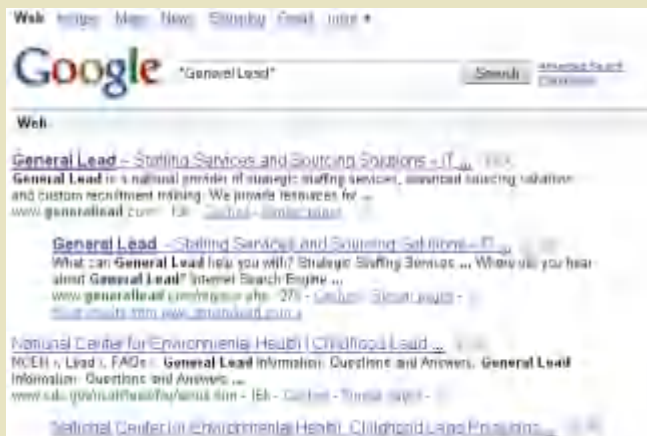
06 Leverage LinkedIn With Jigsaw

Take the name, title and company from a LinkedIn profile. In Jigsaw, look them up in their directory. Note the email string patterns when looking at people from the same company.

Spotlight: Listserves

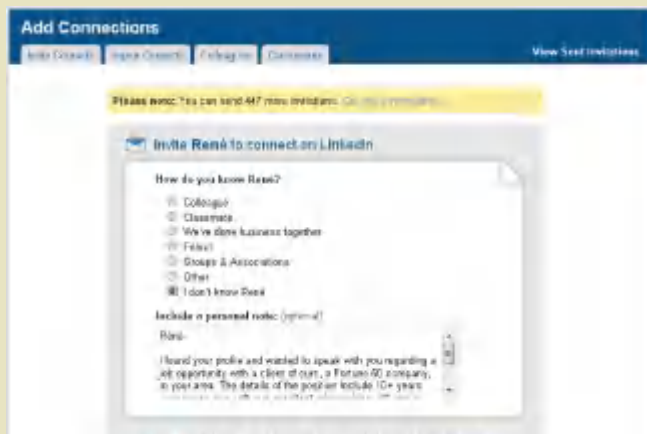


Believe it or not, listserves are a great place to connect with new people online and also to advertise your company and careers. Some listserves have huge amounts of subscribers. One in particular that is dedicated to the staffing world is TheRuthieList (<http://finance.groups.yahoo.com/group/theruthielist/>). Sign-up for free and start connecting with your peers and touting your open job opportunities.



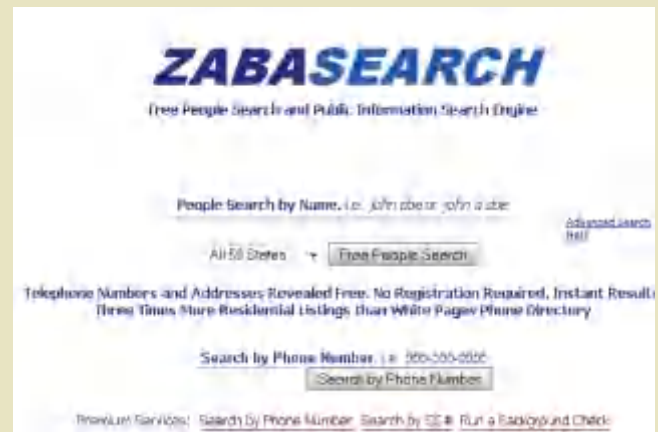
07 Google Their Office

LinkedIn profiles give you enough detail to track someone down. The most basic information such as name, title and company is already there. Google their company and call them.



09 Direct Contact

If all avenues are exhausted to get a members contact information, send him or her an invitation to connect directly. Be specific why you are reaching them.



08 Find Them at Home

Try tools such as ZabaSearch, 555-1212.com, Argali, Pipl and YellowPages.com to look up LinkedIn members contact information for their home and cell numbers, as well as emails.



10 Reach Out to New Connections

Make a point to introduce yourself to all your new connections. You may be able to place them now or down the road, or build a solid "referral" for you in the LinkedIn community.

Social & Business Networks

LinkedIn Tutorial #6: All The Rest



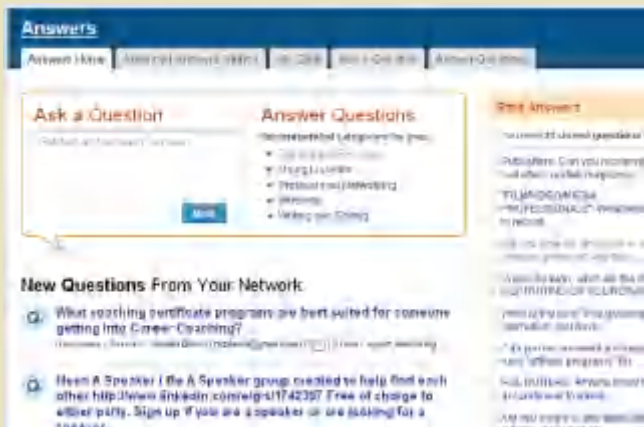
01 Stay Active In Groups

Join groups where you will benefit from sourcing talent every month. Engage in discussions. Post comments. Post new topics. Members can connect one-on-one with free messages.



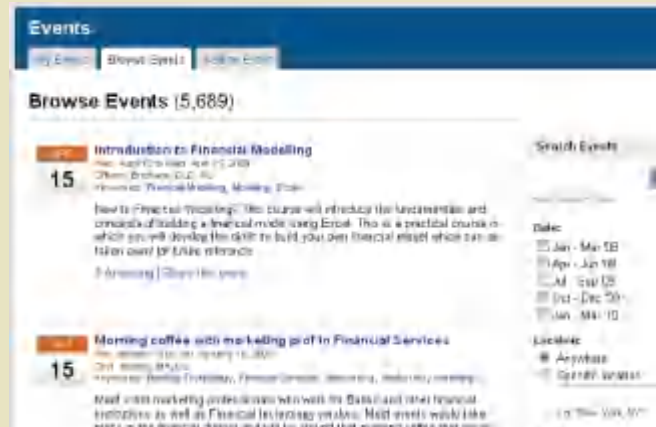
02 Start Your Own Group

Having ownership of your own group can only be a good thing for your company. Communicate about a hot topic or use as a beacon for your company. Great way to reach passive talent.



03 Answers (& Questions)

Answer questions posted in LinkedIn Answers to get attention, as well as raising well thought out questions to attract talent or new potential connections.



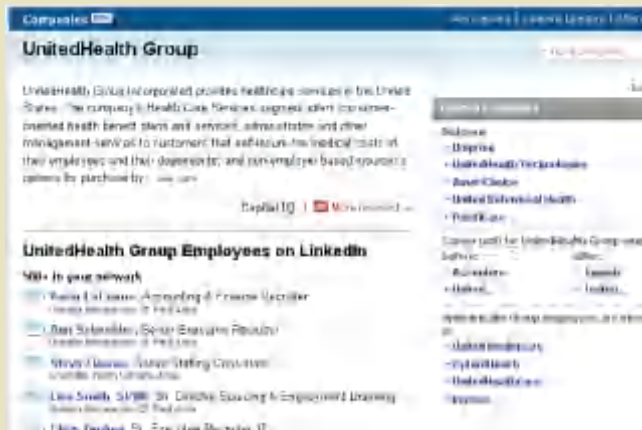
04 Post Events

Your network gets an update when you post any events such as webinars, conferences and career fairs. This is also to gain visibility in the LinkedIn community.

Mini Tutorial: Squidoo

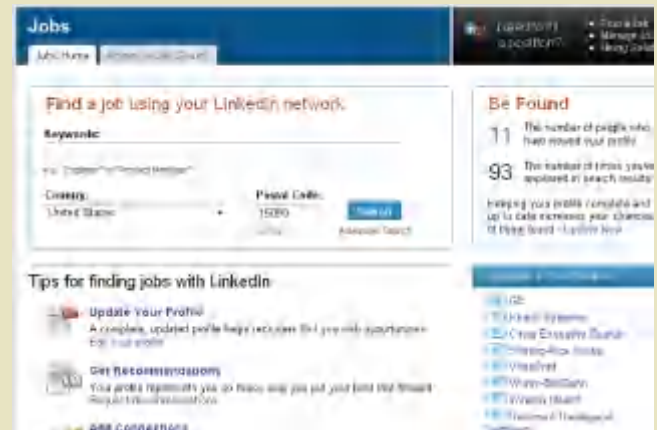


Squidoo lets its users create "lenses" which are essentially personal web pages. A lens in Squidoo is a great place to attract talent by promoting your company and careers. In addition, Squidoo is a community for finding experts in their respective fields.



05 Research Companies

Make sure your company gets listed! Gather competitive intelligence on target companies in your search for new hires. LinkedIn provides a list of your network in all companies as well.



06 Bypass Job Sections

Use the Jobs section in LinkedIn for competitive intelligence only. In other words, see who is hiring for what and where. The job postings are set-up nice, but don't give a good ROI.



Snapshot: Yammer



Yammer (<https://www.yammer.com/>) can turn your company into its own social or business network. Yammer can make your group or entire company more effective by keeping everyone "plugged-in" to what other groups and people are doing every day. For instance, if your company has not yet set-up a referral program for finding talent, or is not getting what it needs out of its current program, consider Yammer as a great internal communication device.

Social & Business Networks

FACEBOOK

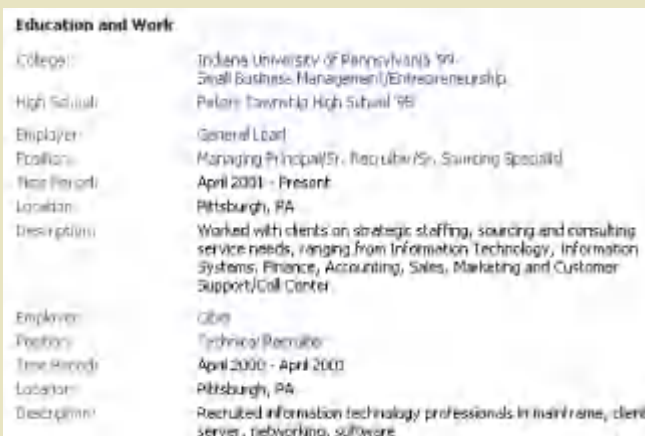
Facebook is an extremely popular social network with over 150 million members. Facebook lets people share what is going on in their life, and is less of a “serious” and “business-like” network like that of LinkedIn. Members can set-up their own unique profile with a good bit of freedom to include everything from pictures, videos, games, and yes, even their employment track record. The original goal of Facebook, was to connect with Harvard students because its creator, Mark Zuckerberg, attended the school. As it grew even bigger in popularity, the site opened itself up to the public, and now is challenging MySpace for the largest social network on the web today. For Sourcers, learning to effectively use this network to recruit top talent can pay huge dividends.

Facebook Tutorial #1: For Starters



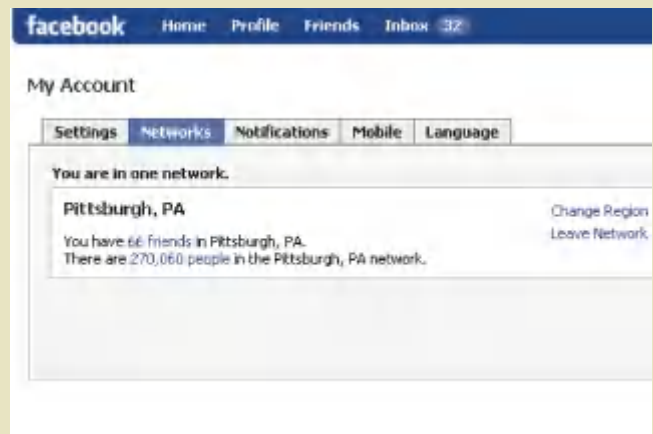
01 Proceed With Caution

Yes, Facebook is a social network, and it is used to socialize with other members. But keep in mind that we are trying to recruit out here. Act professional. And, keep the college photos at home.



03 Fill In Your “Info”

Make your history complete under the “Info” tab with education, work, interests and contact info. Make it easy to be found in your network. The more key words and detail the better.



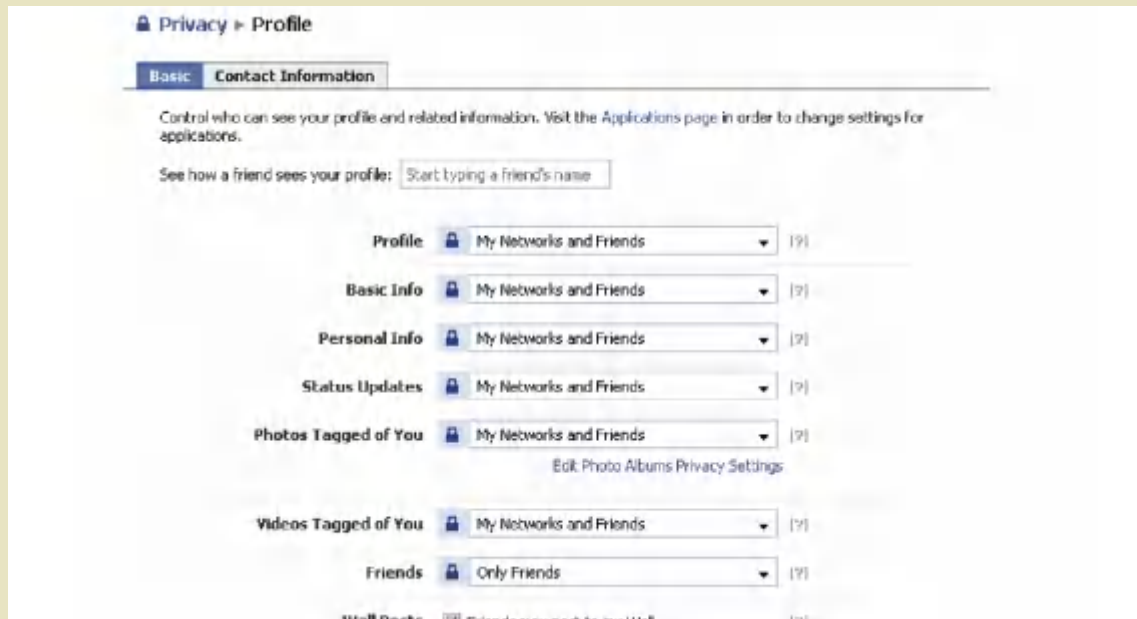
02 Choose Your Network

Most people choose their hometown or where they currently live. This will be your Facebook regional network. You can change this twice every 60 days, which can help with your searches.



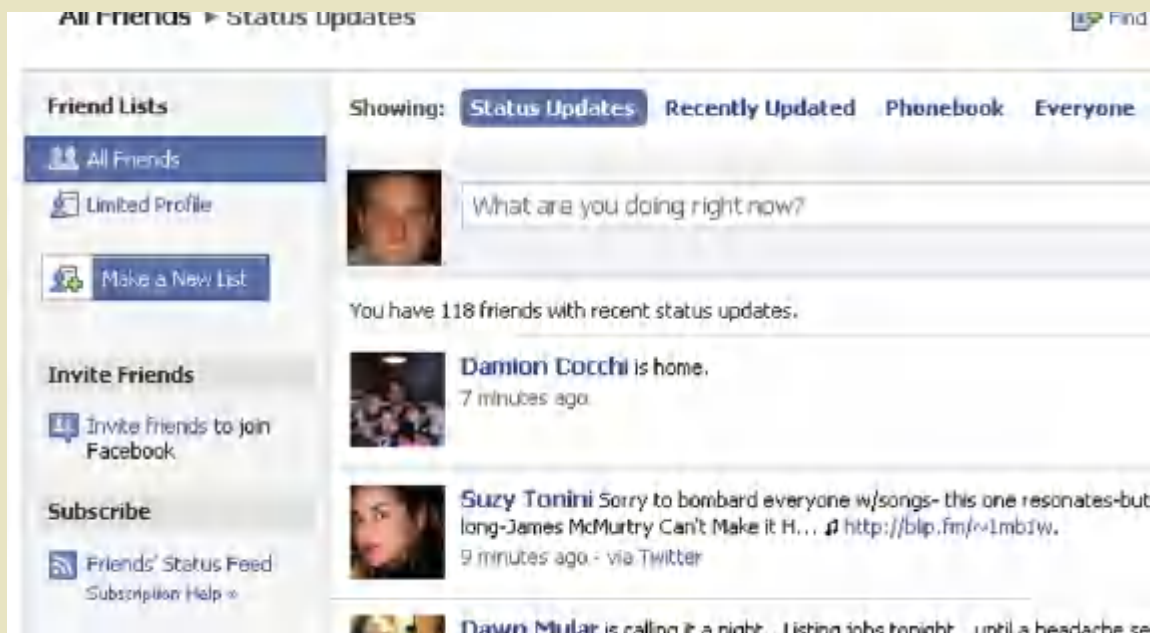
04 Brand Yourself

The goal is to attract people to your profile. Think in terms of a marketing campaign. Be creative. Put up a professional picture. Include links to your company website and career pages.



05 Check Your Settings

Decide what content your friends should see. You wouldn't want a business "friend" to stumble upon comments on your wall that could be taken out of context, or judge all of your photos.

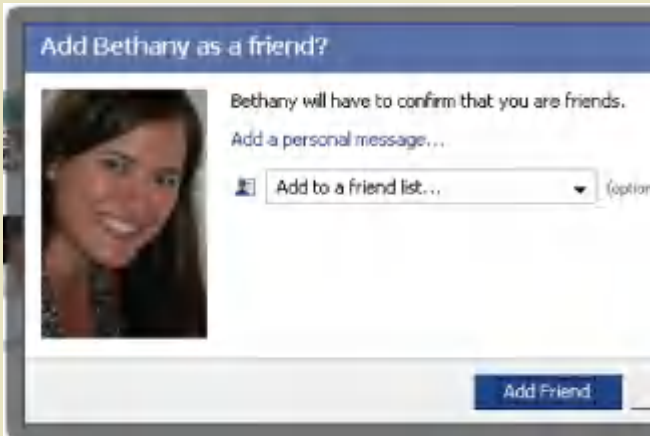


06 Classify Your Friends

Decide which friends you connect with are Business or Personal. Facebook designates them "friends of friends" or "only friends" but you can customize it.

Social & Business Networks

Facebook Tutorial #2: The Essentials



01 Add & Accept Friends

This is the whole point of Facebook, to have relationships with people online. Look up friends from your past, colleagues and others you know. Add them as a friend. The friend limit is 5,000.



03 Create Your Own Group

Develop “buzz” around a hot topic or popular trend. Be prepared to pitch in solid content, ideas and comments. Build relationships with members who join, but don’t be too sales-like.



02 Join Groups

Each group you join gets added under the “info” tab and gives members more ways to search and find you. You can now also reach out to new people outside of your network in the groups.



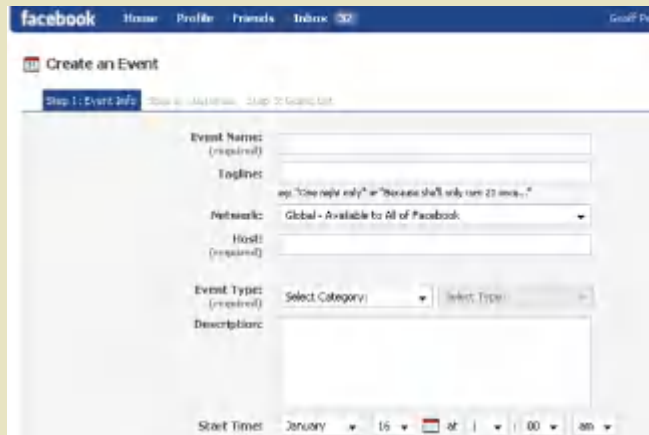
04 Facebook Pages

Many companies have already experimented with Facebook pages, and they work. This creates good company exposure and a unique channel to speak to candidates and promote careers.

Mini Tutorial: Plaxo



Plaxo is first and foremost an online address book and contact manager. What most people don’t realize is that Plaxo also has a great deal of social and business network functions, where its users can meet new people and build buzz around their company.



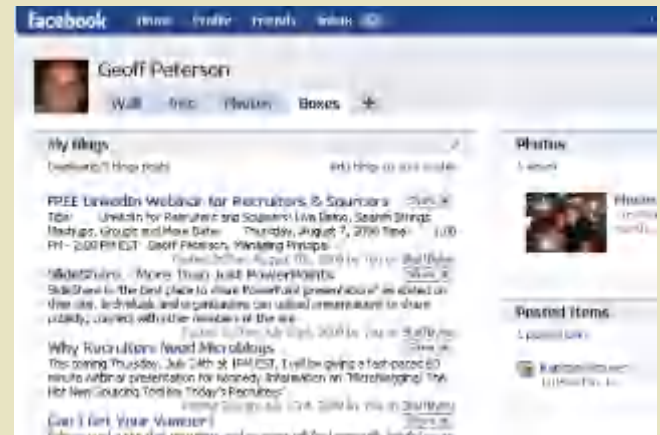
05 List Events

Advertise your career fairs, online interview days, and company networking events to millions of potential passive candidates out on Facebook.



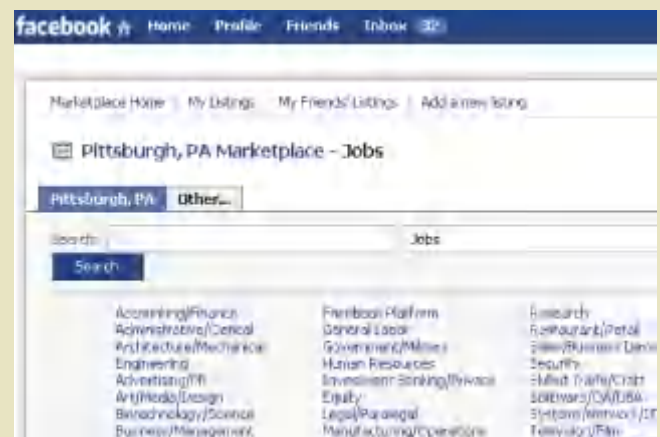
07 Utilize Facebook Apps

Add applications to your Facebook profile that tie into other networking communities, such as LinkedIn. This will allow you to be found easier and give you more exposure.



06 Syndicate Your Blog

If you use a blog to attract talent, get it out on Facebook. Every blog post goes into your Facebook "News Feed" and "Wall." This will create more attention and candidates.



08 Utilize The Marketplace

Facebook allows free postings to their Marketplace. Try posting up a few of your open jobs and see what kind of return you get in your region.

Spotlight: Meebo



Yes technically Meebo should be classified as a tool, but it also really acts as a way to network with active and passive talent in the market. Grab the free code from the Meebo site, and get this incredibly useful instant message device up on your career site or company blog. Designate a Sourcer to watch it every day. This allows visitors to these sites to be able to quickly communicate with someone from your company, and ask questions about positions. Great way to "hook" people from the start.

Facebook Tutorial #3: Find & Attract Talent

The screenshot shows the Facebook search interface. At the top is a blue navigation bar with the Facebook logo and links to Home, Profile, Friends, and Inbox (32). The user's name, Geoff Peterson, is on the right. Below the navigation bar is a search section titled "Search By Name or E-mail" with a text input field for "Person's Name or E-mail:" and a blue "Search by Name or E-mail" button. Below this is a "Classmate Search" section with fields for "School Name:", "Class Year:" (a dropdown menu), and "Person's Name: (optional)", followed by a blue "Search for Classmates" button. At the bottom is a "Search by Company" section with a "Company:" text input field.

01 Facebook “Search”

This is your first option. This is the standard, regular way to search Facebook. You can search members by name, email, classmate and company. This will search outside of your region.

The screenshot shows the Facebook Profile Search interface. It has a blue navigation bar at the top. Below it, a section titled "What is Profile Search?" explains that it only searches friends and profiles visible from Pittsburgh, PA. There is a "Search within" dropdown menu set to "My Network & Friends". Below this are two columns of filters: "Basic Info" (Name, Sex, Hometown, Home Country/Region) and "Interested In" (Relationship Status, Looking for, Political views, Religious views). At the bottom, there is a "Contact Info" section with fields for Email and City.

02 Use Profile Search

This search in Facebook is the most robust of all the searches, but limits your search results to within your network or region only.

The screenshot shows the Facebook "Find people you know on Facebook" interface. It has a blue navigation bar at the top. Below it, a section titled "Find people you know on Facebook" explains that it finds friends who are the same friends, acquaintances, and family members that you communicate with in the real world. There are two main sections: "Find People You Email" with a "Your Email:" field, a "Password:" field, a blue "Find Friends" button, and a link to "Upload Contact File" (indicated by a red arrow); and "Discover People You May Know" at the bottom.

03 Try Friend Finder

This search option let's you find people you already know in Facebook by uploading your contacts and address book from other email clients, such as Microsoft Outlook.



04 Use The New Feeds

Regularly post company highlights, stories and announcements on your personal profile and Facebook pages. They update to the "News Feeds" and bring more attention your way.



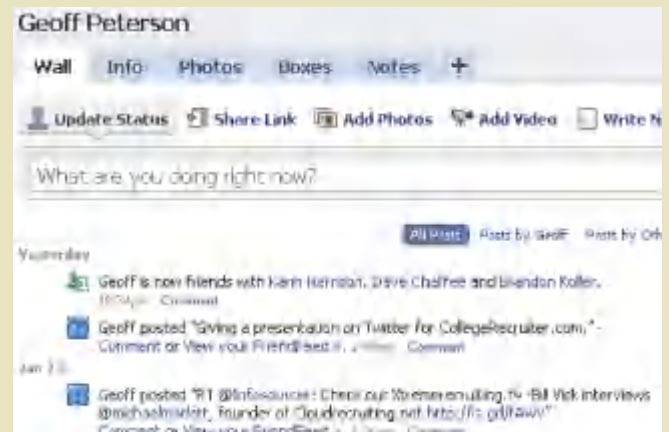
06 Get Fans (& Become One Too)

Being a "fan" on a company page is similar to subscribing to an email update list. When you get fans on your page, this means they are genuinely interested in hearing about news and events.



05 Get "Viral"

Try posting a video or an interesting article on your personal and company Facebook pages and promote it to people you know. If it is "good content" or engaging, it will get passed around.



07 Hit The Walls

The Wall is the most popular place for members. There is a lot of information there. Use it to research candidates and glean information. See who they know and who they "friend."

Spotlight: Slide



Add a slideshow to your Facebook or MySpace pages with Slide (<http://www.slide.com>). Think of using Slide as a way to really make your profile stick out, and give potential candidates and introduction to your company.

Social & Business Networks



08 Open Discussions

Raise an interesting topic to attract Facebook members to join in a discussion, or be straightforward and promote your company, ask for expertise requests, and post your jobs.



10 Work The Alumni

Dig into profiles and groups for people with things you have in common, such as schools you both attended or companies you once worked for. Get introduced to people they know.



09 Try Targeted Advertising

Putting an ad campaign in place on Facebook can potentially reach up to millions of members. The ads are targeted by key words and demographics, and are similar to CPC Google campaigns.



11 Search Outside Facebook

Try using Google, Jigsaw, LinkedIn and other name search tools to look up names and contact information details to reach members outside the Facebook community.

Mini Tutorial: Notifu

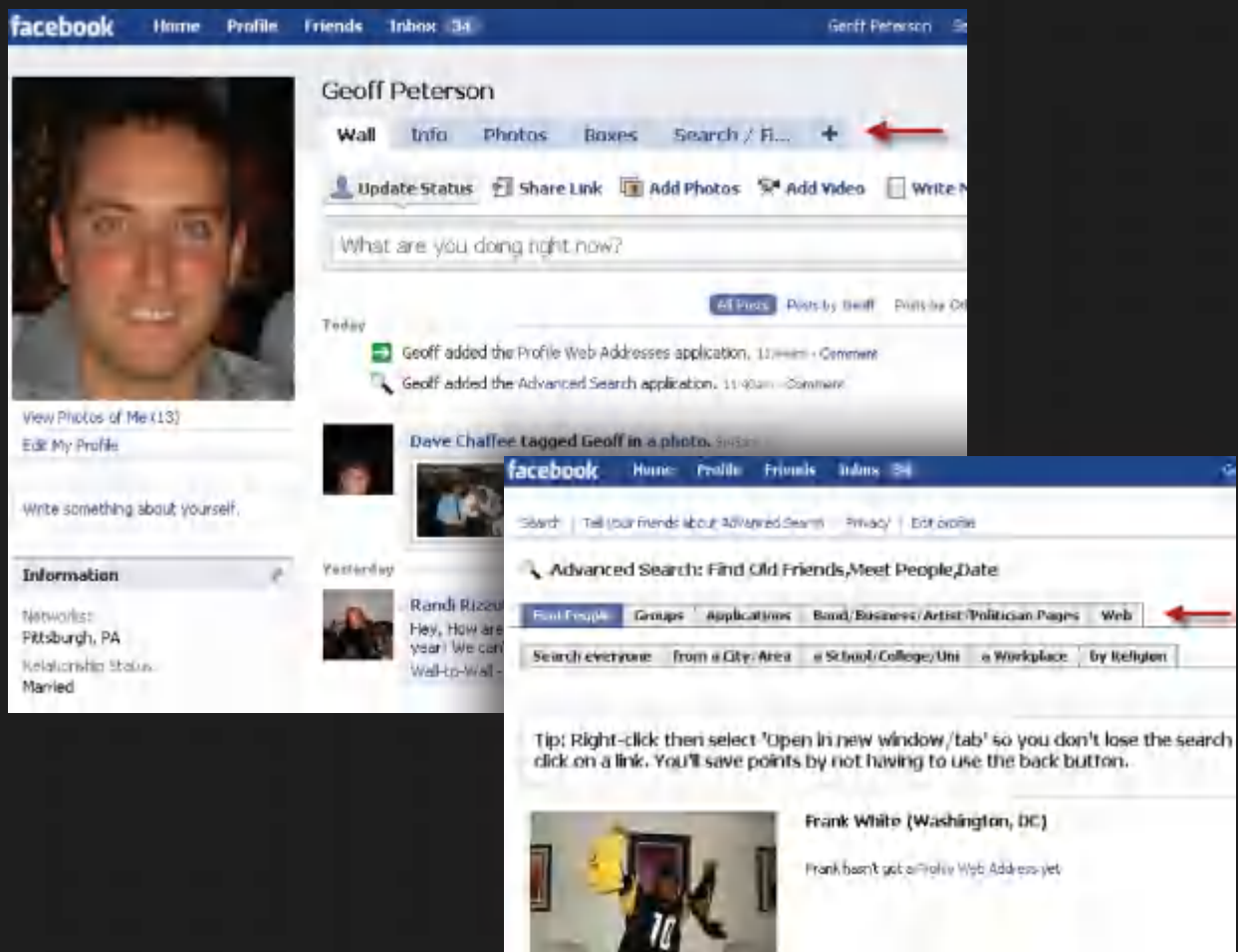


Use Notifu to send mass messages to individuals or groups. This service can be useful for Sourcers communicating career fairs, events and open positions to large groups out on social and business networks.



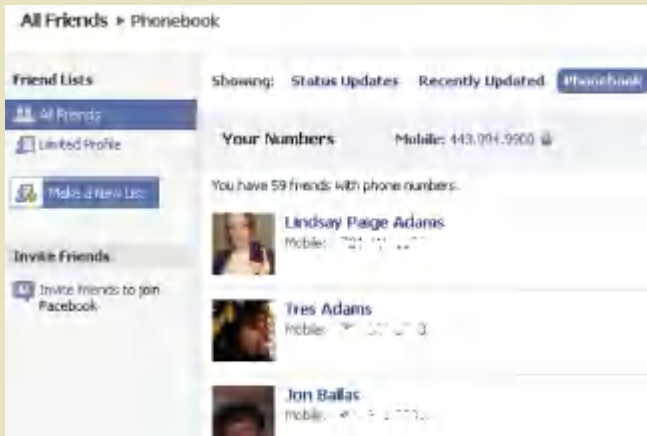
Snapshot: 3rd Party Search Application

Check out the 3rd party search application for Facebook: <http://www.facebook.com/apps/application.php?id=2370484070>. This add-on for Facebook opens up your search capabilities, giving you greater freedom and more search results than that of all the available Facebook search options. This application lets you search outside of your network to 80 million plus profiles by school, workplace, location and even some diversity criteria. It won't search all of the Facebook profiles yet, but it is growing daily and gaining traction amongst the Facebook community. Once you add the application, you can set it to appear in your profile to use daily.



Social & Business Networks

Facebook Tutorial #4: Communication Is The Key



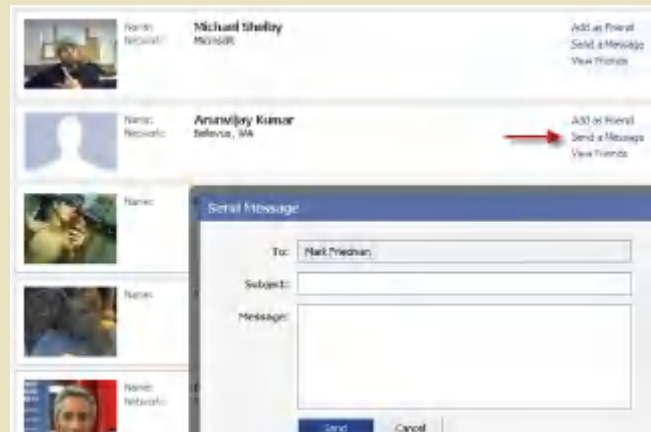
01 Phonebook

Most members treat Facebook like an online address book or rolodex. You can find direct dial phone numbers and email addresses for a good portion of the members.



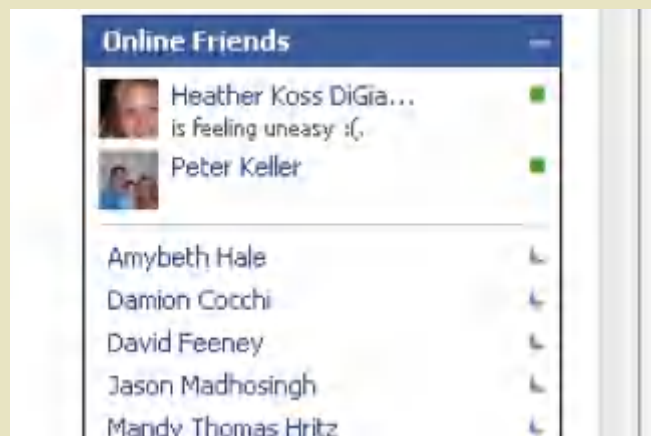
03 Poke People

Poking Facebook members lets them know you are trying to reach them. The member gets a notification they were poked by you. It's a nice icebreaker.



02 Direct Messages

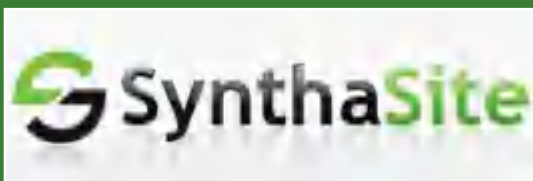
Hitting the "Send a Message" link next to a Facebook member whether you are in search results or inside their profile will open a box and let you send a one-on-one message to that person.



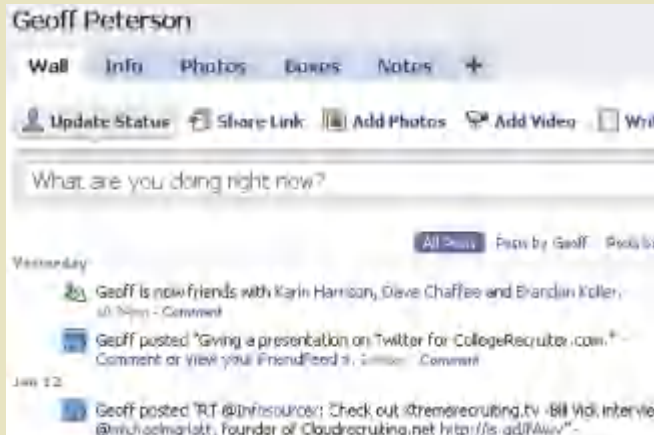
04 Facebook Chat

Pay attention to when your different friends come online or are available to talk. Facebook Chat is just like IM (instant message). This gives you a great way to open dialogue with job seekers.

Mini Tutorial: Synthasite

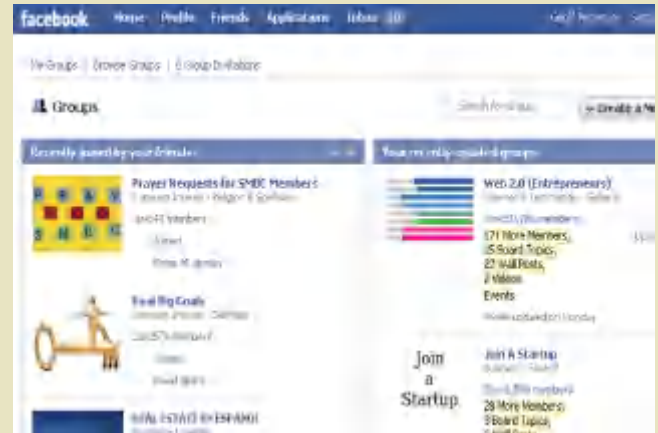


SynthaSite lets you "build a free website." It's 100% free with no strings attached. For Sourcers, think of the possibilities here. You can create your own site to network with active and passive talent outside your company website and other gated communities, like Facebook.



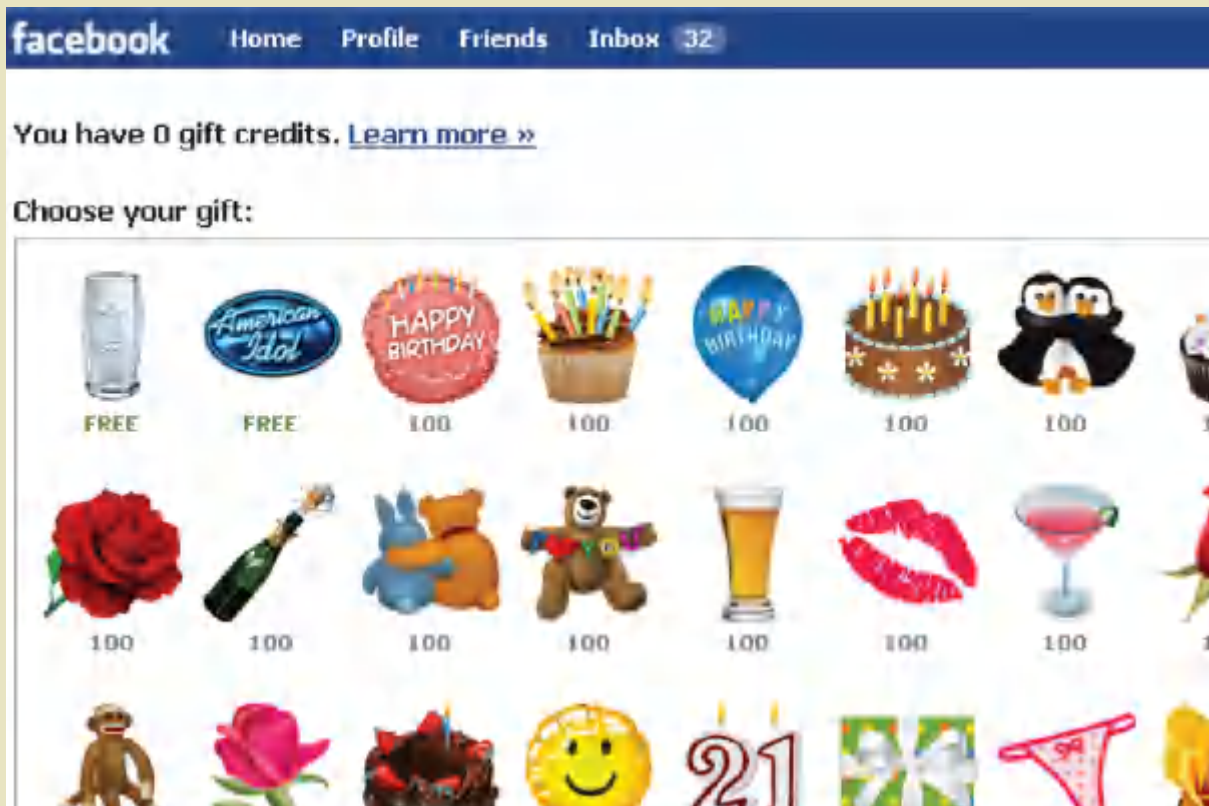
05 The Wall

Reach out to active and passive candidates using the Wall to drop short messages, links and feelers.



06 Reach Out In Groups

Each group has its own separate wall and discussion boards. Use them to your advantage. Also, search the group directories for new contacts. Be mindful of the rules in each group beforehand.



07 Send Virtual Gifts

Want to show someone you are an admirer of their work? Want to try a less serious route to reach out to someone? Send them a virtual drink, card or flowers. It just may get you noticed.

MYSPACE

MySpace is the largest social networking community in the world with well over 200 million members. MySpace lets you share, message and stay connected with friends. This popular social network is the least “business like” of the big three networking communities online, to include LinkedIn, Facebook and MySpace. Users have near complete freedom to design their own page or “space” to their liking. MySpace is a more difficult community to search and interact with members than that of LinkedIn and Facebook. The community does however open a number of doors for recruiters and sourcers to use in finding and attracting top talent currently available in the market.

MySpace Tutorial #1: First Things First

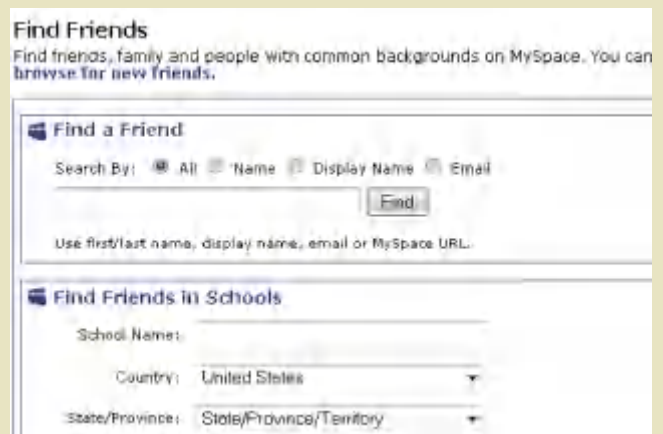
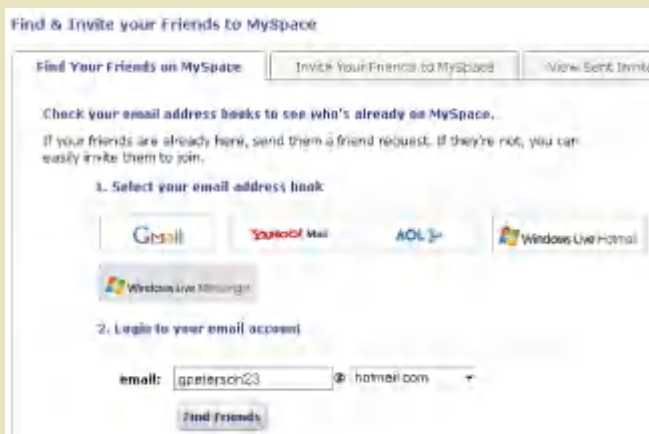


01 Build Your Portfolio

MySpace gives incredible freedom to design your page. This can include background, page themes, and even music. Keep it simple though. Our goal is to blend in, but not be too flashy.

02 Build A Company Page

Much like Facebook, MySpace has thousands of businesses that have separate company pages from personal pages. This is where you can build buzz, recognition and promote careers.



03 Invite Friends

Use the “Invite Friends” feature under the “Friends” drop down menu near the top to scan your address books inside your email clients such as Gmail and Yahoo.

04 Find Your Friends

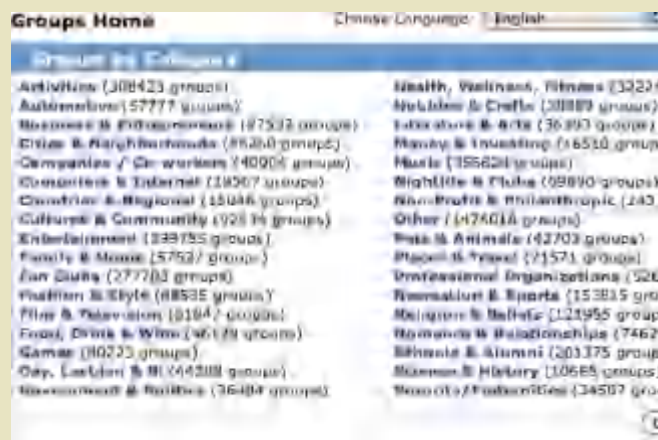
Use the “Find Friends” under the “Friends” drop down menu near the top to search for people you know to start. You can find people by name, schools, locations, interests and more.

MySpace Tutorial #2: Search, Source & Recruit



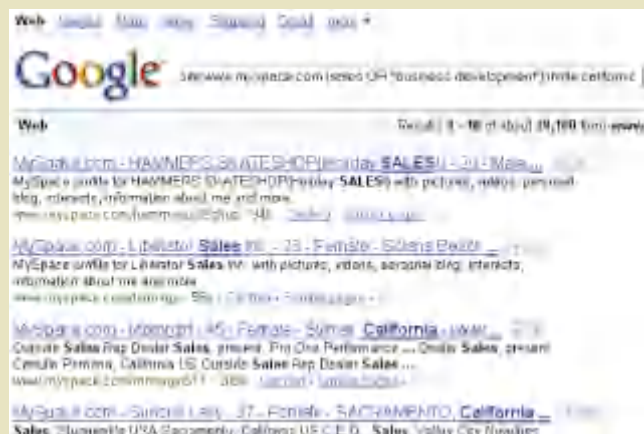
01 Use MySpace Search

There are a number of options for searching inside MySpace using their search bar. You can filter results by gender, age, location, and more. Boolean logic accepted, but not very accurate.



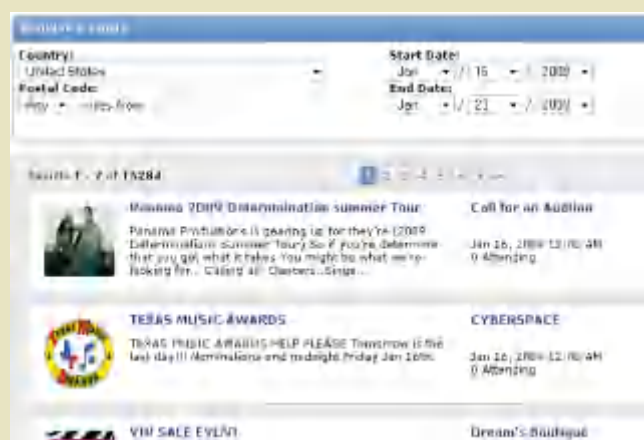
03 Search Groups

You can search inside thousands of groups in MySpace by keywords. Great way to connect with friends you couldn't find through other methods, and connect with new potential candidates.



02 Search MySpace on Google

Try using the `insite:` and `intitle:` commands along with a combination of key words to really open up your search results. This also allows much more accurate results as well.



04 Promote Events

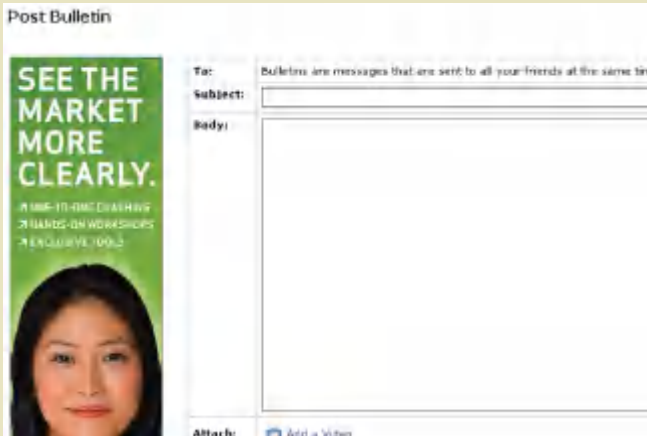
Post career fairs and recruiting events, not to mention any networking events sponsored by your company on and offline.

Spotlight: Talkshoe



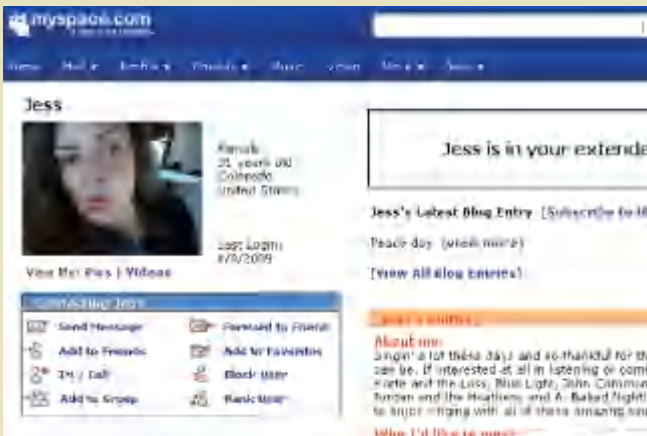
Talkshoe (<http://www.talkshoe.com/>) is a service that lets anyone “create, join or listen to live interactive discussions, podcasts and audioblogs.” From a sourcing perspective, TalkShoe provides yet another creative outlet for reaching candidates in the marketplace.

Social & Business Networks



05 Broadcast Yourself

Use bulletin boards, speak up in forums, comment on pages, comment in groups and in blogs, or post up a video. Leave links to your MySpace page, company and careers everywhere you can.



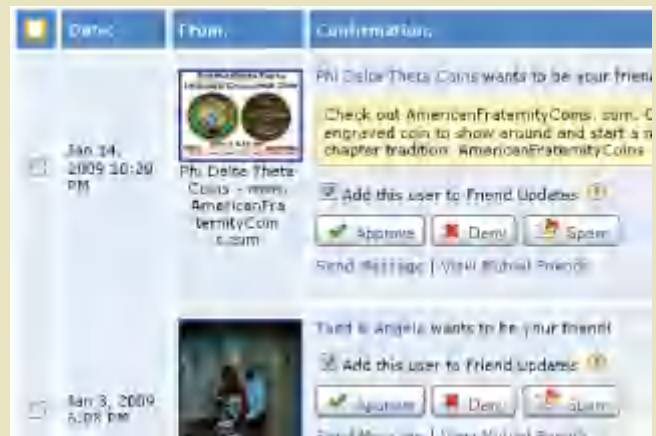
07 Befriend Random Strangers

Be a little selective, but don't hesitate to friend someone you may not have much in common with. This is good promotion for you and your business.



06 Reach Likely Friends

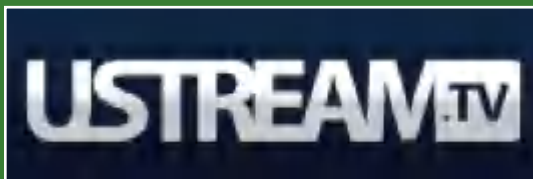
Find other members you have something in common with, such as graduating from the same school, alumni from a certain company, or having similar interests. This helps build your network.



08 Accept Requests

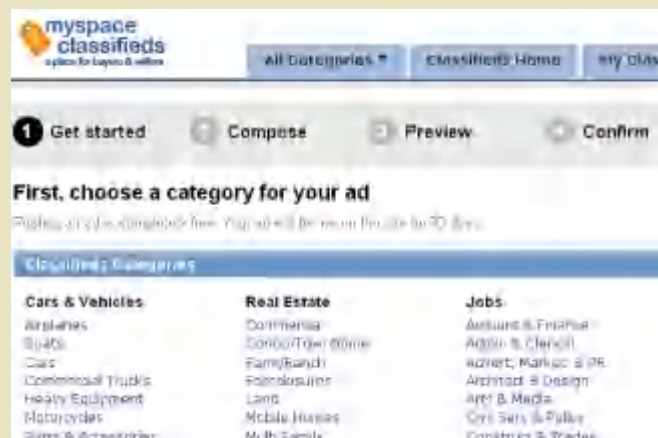
MySpace has huge potential to reach people about your company and offerings with over 200 million members. The larger your network of friends the better.

Mini Tutorial: USTREAM.TV



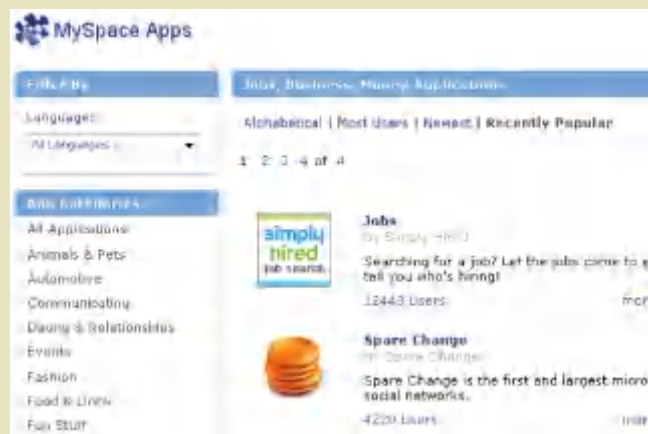
USTREAM is a broadcast platform for connecting with a large global audience through "live video." USTREAM is a forward thinking outlet for Sourcers to promote their company, job openings and to use for networking with potential candidates on a frequent basis.

MySpace Tutorial #3: The Rest Of The Space



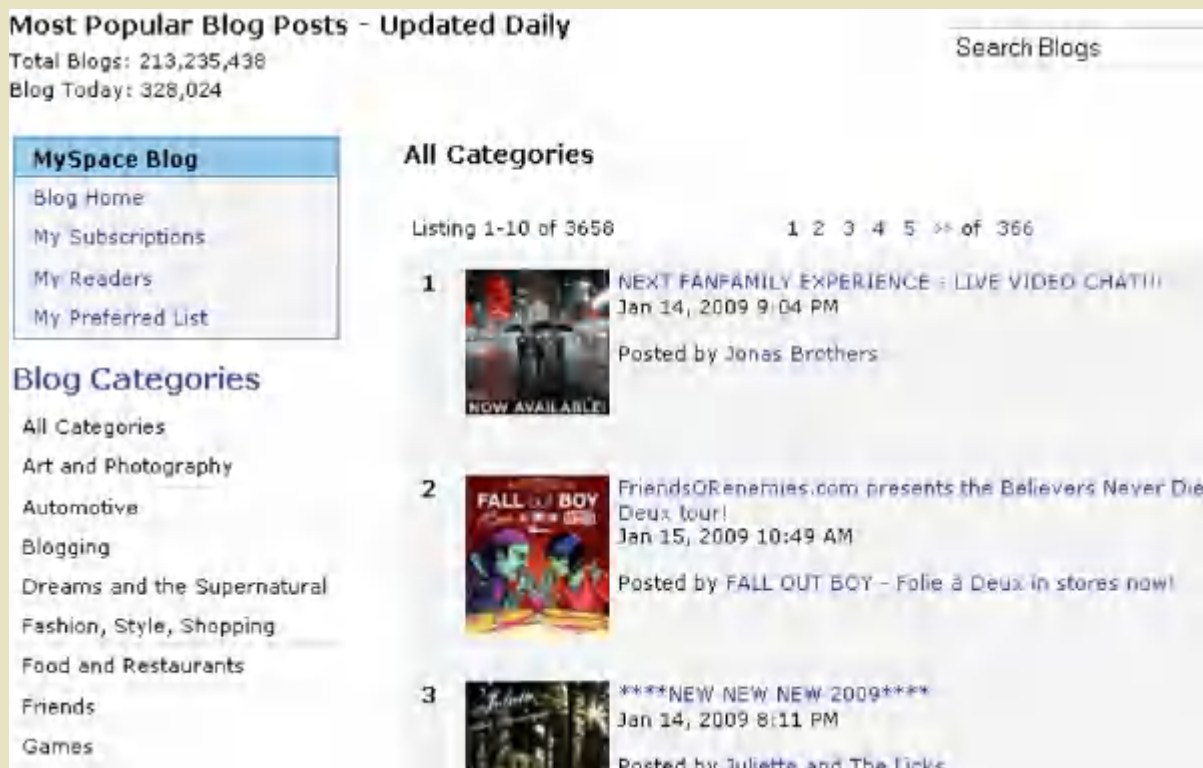
01 MySpace Classifieds

Post an add or two in the classifieds section in MySpace. It's free. If you get good results, ramp up with more postings from there.



02 MySpace Apps

Find applications that make sense to add to your profile and also that can either help you find more people, or help give you more visibility in the large community.



03 Blogging

Starting a blog out here may not be the smartest investment of time. But it does provide yet another outlet for reaching out to people. Test the waters first with your idea before diving in.

MySpace Tutorial #4: Touch Points



01 Send Messages

MySpace gives you the option of sending messages one-on-one inside profiles or using their instant message. You can also reach new people through "friend requests."



02 Friend Updates

Frequently update your "Status and Mood" and "Friend Updates" with short messages and interesting links, such as new blog posts, company news, and careers.

Other Networks To Explore



01 Doostang

Doostang is an "invite-only" social and business networking site that provides features and benefits similar to LinkedIn.



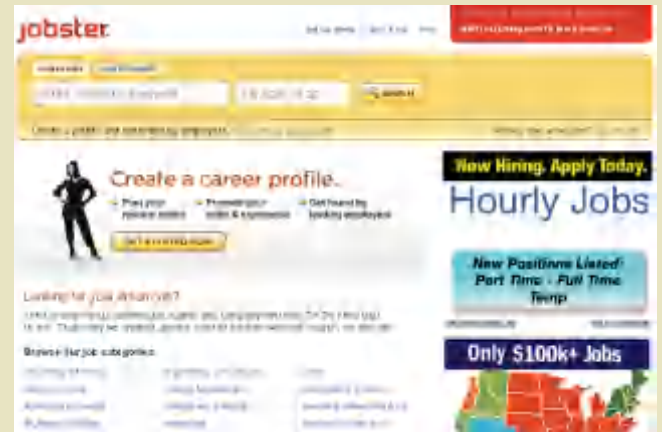
02 XING

XING is a free social and business networking site that has a strong presence overseas, and makes an attractive destination to reach out to international candidates.



03 Viadeo

Viadeo is another free social and business network that Sourcers can use to find active and passive talent.



04 Jobster

Jobster is a site rich with features. Jobster technically is a career site, but also has many social and business networking capabilities that are very useful for sourcing candidates.

Spotlight: Secondlife



Second Life is a virtual reality community that has been embraced by the likes of IBM, Coca-Cola, Yahoo, Nissan, and H&R Block for recruiting candidates. It's free to join and explore, and is a very detailed and interactive world for networking with people. Setting-up your own world, or even advertising in Second Life can be a significant investment though, into the thousands of dollars.

Social & Business Networks



05 Shuzak

Shuzak is a free social networking site for geeks. The site gives users the ability to open discussions, as well as search for and network with technology focused people.



07 Ryze

Ryze is a free business networking site for connecting with new people or creating and joining networks.



06 Ziggs

Ziggs is a multi-purpose site for building your online brand. Ziggs can post your open positions, help you connect with other people online, and take control of your "online image."



08 hi5

hi5 is a free social networking site that has a small presence in the United States, but has a huge following overseas in other countries. hi5 is a great site for sourcing internationally.

Spotlight: Name Search Alternatives

Alternatives to using Jigsaw for gathering names, companies and competitive intelligence are Zoominfo, Redbook, Salesconx, Spoke, Hoovers, CardBrowser, ZabaSearch, Salesgenie, Spock, Ziki, Profil.es, Argali, YellowPages, Pipl, WikiYou, PeekYou, yoName and Wink.





09 Konnects

Konnects is a free professional networking community for people looking to build their own community and connect with new people.



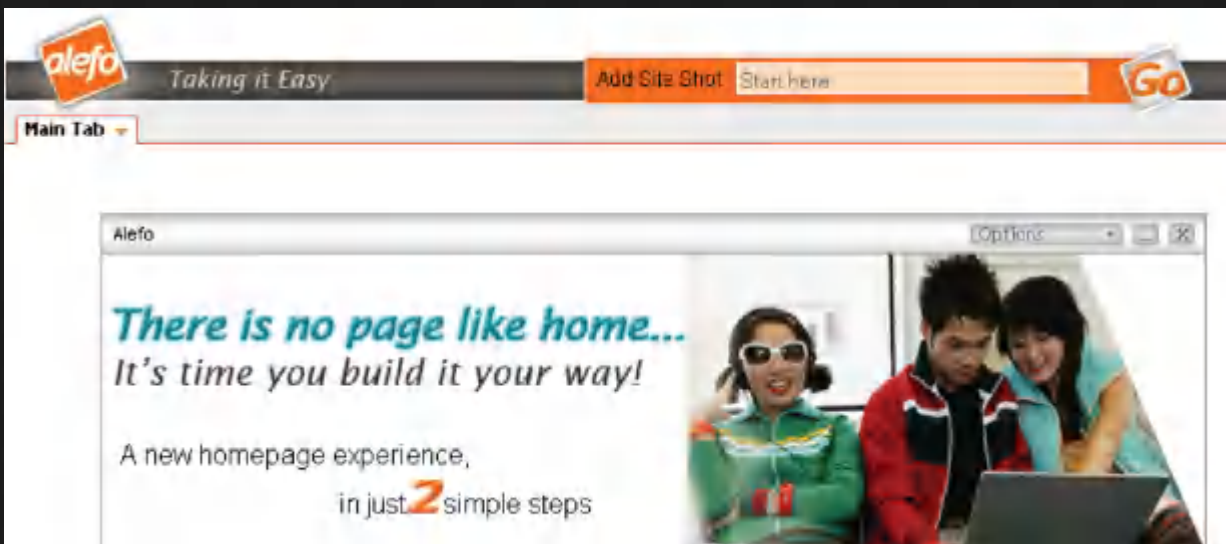
10 Naymz

Naymz is also a free professional networking site aimed at helping people "build their online reputation."



Snapshot: Alefo

Use Alefo, and get all your social and business networks in one place. Alefo is a customizable "home page" for the Internet. Think of it as being a dashboard for all the sites you go to every day, but instead of visiting each one individually, you can get them all in one place. Now you can get snapshots from the likes of LinkedIn, Facebook and MySpace right on your Alefo home page.



CHAPTER 3

The Blogosphere

Hidden Talents & Leads.

A blog is a website maintained by an individual or a group of people. A blog contains posts or entries containing a combination of text, graphics, video, pictures and commentary. Most blogs are very specific to a topic or industry, and are set-up like a news site or on-line diary. Most blogs are very interactive, where visitors can engage the blog writer or writers on the different posts written in the blog. The blogosphere is a popular term used to encompass all blogs and the interconnections. This chapter will explore blogs, microblogs and everything synonymous with blogging on the web, and most importantly, how to uncover the “hidden” active and passive talent within the Blogosphere.

THE BLOGOSPHERE

Blogs are a fast growing trend within the staffing world. Blogs have emerged as a key place to find and attract active and passive talent, as well as discover competitive intelligence. Blogs give your organization an avenue to reach out to the world about your culture, services, products, employees and more. Sourcers can dig into blogs as well, peeling back resumes, names, profiles, and other leads to pursue. The Blogosphere will cover sites associated with The Blogosphere to include Technorati, Twitter and search engines such as Google.

Blog Sourcing 101



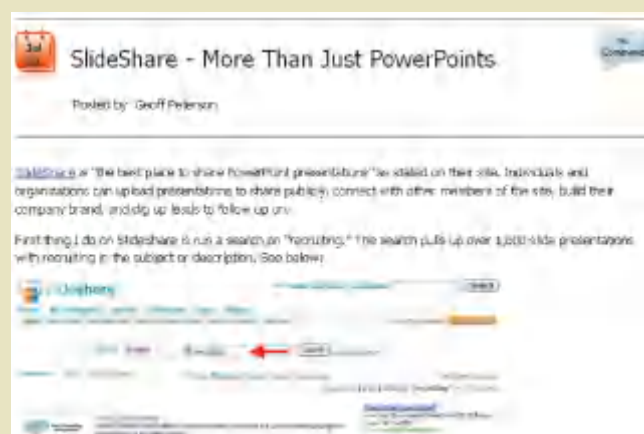
01 About

This is the first and most important part of any blog a Sourcer discovers. This will give you a full name, or leave strong clues as to who the author is, information about them, and how to reach them.



03 Subscribe

When you come across a clear expert that resonates with you, favorite the site to visit again, or subscribe to their blog by email or RSS (Really Simple Syndication) using a tool such as Google Reader.



02 Posts

Commonly referred to as a "blog post" or "post," these are essentially articles that make up a blog site. Note the author of each post written. Also note if there are multiple authors.



04 Comments

People comment on blogs to share their opinions and to add to the "conversation" on the site. Some share their expertise on a given topic. Most leave a link to their site and some drop emails.

The Blogosphere



05 Blogroll

This is a rundown of either friends of the blogger, or other trusted connections in their industry. Make note of these “connections” to the author of the blog as more leads to pursue.



07 Search Commands

Note that blog searches are set up much differently than that of regular searches online. There are different commands to consider, including `tag;`, `feature;`, `author;`, `inpost;`, and `blogurl;`.



06 Site Lookup

If there is no “About” section for a blog, simply look up the domain registration at Whois Source. This will give you the name and contact information of the owner of the site.



08 Key Words

Commonly used words for searching blogs include: blog, blogs, wordpress, typepad, homepage, comments, rss, feed, archives, trackback, posted, author, "I work for," and "I work at."

Spotlight: Niche Blog Search Engines

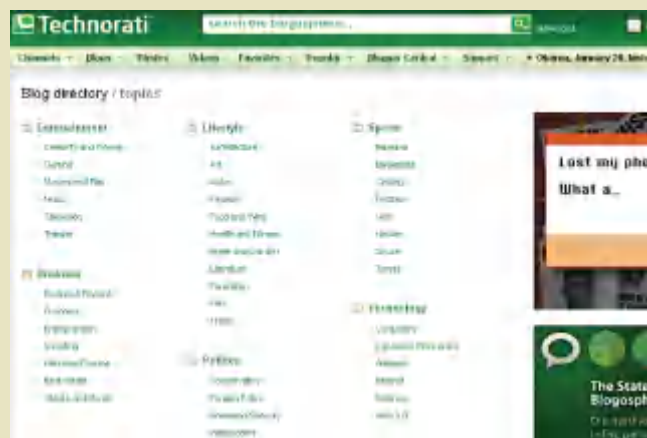
Outside of Technorati, there are several niche search tools that just search blogs. These include IceRocket, Google Blog Search, Sphere, Bloglines, Blogpulse, Blogscope and MyBlogLog.



TECHNORATI

Technorati is the leading search engine exclusively for blogs in the world. Technorati indexes, categorizes, and organizes more than 1.5 million new blog posts in “real time.” As of the middle of 2008, Technorati has indexed over 112 million blogs and over 250 million pieces of tagged social media. Technorati takes a look at tags that are placed on blogs by their authors, and in this way, helps to categorize its search results. This site provides a window for many people into discovering countless new blogs and an unprecedented amount of information and talent.

Technorati Overview



01 Sign-Up

Get a free account with Technorati. This will allow you more search criteria to use on their site, including “authority level,” “language,” and “my favorites.”

02 Blogs Directory

Technorati breaks out the millions of blogs they have indexed in a nicely organized directory by topics. These topics are broken out into Technology, Business, Finance and more.



03 Blogger Central

Both “Blogger Central” and “Popular” can keep you up to date on what is creating the most buzz online and what blogs are currently popular in The Blogosphere. Both provide lists and extensive tools.

04 Advanced Search

Note the two ways to search Technorati. They are “advanced search” and “technorati search” both from the home page. Both will help to set-up your key words and parameters.

The screenshot shows the Technorati search interface. The search bar contains the text "microsoft AND developer AND asp.net". Below the search bar, it indicates "765 blog posts about microsoft AND developer AND asp.net". The search results list several blog posts, with the top one titled "Web Platform Installer 1.0 Released – One package...". The right sidebar shows "Blog search settings" with filters for "searching for" (microsoft AND developer AND asp.net), "authority" (some), and "language" (English). There are also links to "Apply Settings" and "Blog Search Settings".

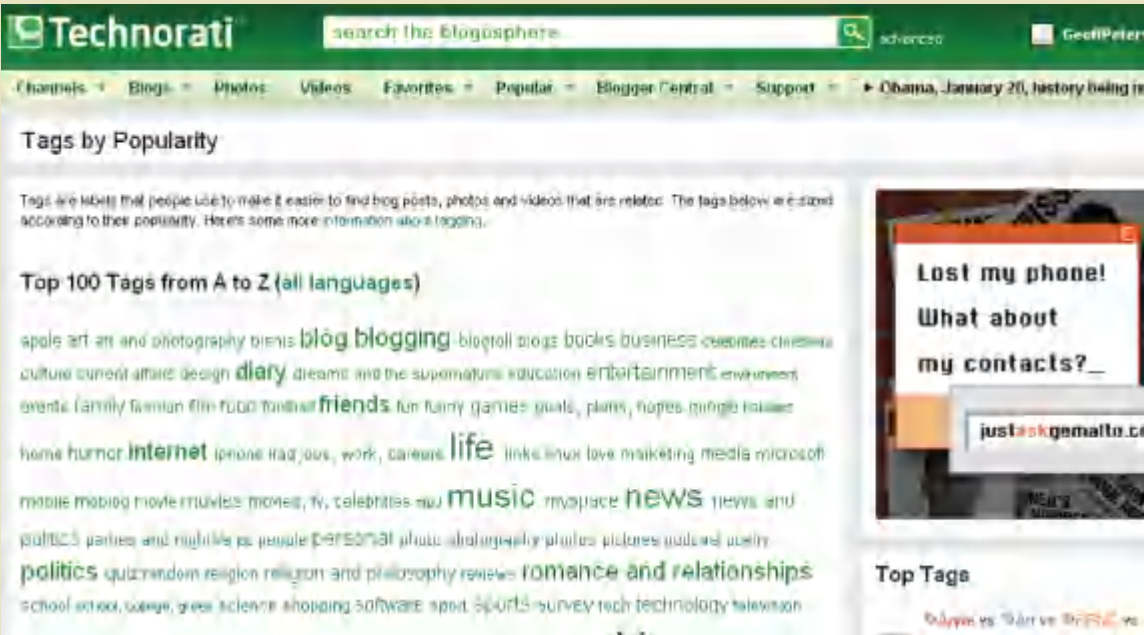
05 Search Parameters

Type key words into the search field. In this case we used the “technorati search” bar. Just like a search engine, we use Boolean logic. The first result looks interesting, so we click on it.

The screenshot shows a blog post titled "Greg's Cool [Insert Clever Name] of the Day". The post is dated "WEDNESDAY, JANUARY 21, 2009" and is titled "Web Platform Installer 1.0 Released – One package, tons of...". The post content discusses the Microsoft Web Platform Installer 1.0, which is a free tool that makes it simple to download and install the Microsoft Web Platform, including the IIS, SQL Server Express, .NET Framework, and Visual Studio. The post includes a "Download Now" button and a "Download Now" link. The left sidebar shows a search bar, a "Connect" section with links to "gduncan411[at]hotmail[dot]com", "Twitter", "Facebook", and "FriendFeed", and an "About Me" section for Greg Duncan, a software developer from Simi Valley, California, United States. The right sidebar shows a "Download Now" button and a "Download Now" link.

06 Dig Into Results

We discover a great amount of detail on some results including an “about me” section, “projects” the writer has listed on the home page, and contact information.



07 Tags

Technorati has a tag search by author's labels. This can help you identify posts on blogs from someone you perceive as an expert. This provides more insight or helps you find them.



08 Widgets

Technorati has a whole group of very useful widgets that can help you dig further into The Blogosphere and work directly with a blog you maintain to attract candidates.



Snapshot: Search Example on Technorati

Using “technorati search,” I type in the search field: finance AND “series 7” AND (stocks OR trading OR lending OR 401K) NOT job NOT jobs NOT submit NOT you. I am looking for financial blogs with leads for people in the financial services world. The more specific you are with your key words, the better. The same goes for using search engines effectively. The search nets over 1,200 different blog posts on several hundred blogs. This is a lot of different sites to explore and leads to pursue.

Technorati SEARCH

finance AND "series 7" AND (stocks OR trading OR lending OR 401K) NOT job NOT jobs NOT submit NOT you

1,209 blog posts about finance AND "series 7" AND (stocks OR trading OR lending OR 401K) NOT job NOT jobs NOT submit NOT you

Technorati Search time: 0.322 seconds

Blog search settings

searching for: finance AND "series 7" AND (stocks OR trading OR lending OR 401K) NOT job NOT jobs NOT submit NOT you

authority: some

language: English

Apply Settings

Obama-nation!

The bad news: On Barack Obama's first day in office, the S&P 500... This has been a pretty frustrating move for Macro Man, while he (I was) extravagantly bullish on stocks... Stocks have outperformed financials by 95%... Yowzah! Equity Crack Elsewhere, there was a 10%... 5 hours ago in Wall Street Pk: Stock Market tonight... [Alfonso 42](#)

Five Questions for Paul Kiedrowsky

Paul Kiedrowsky Kicking off the "Five questions for "series 7" series on Content Matters is Dr... has been the most underreported aspects of the events of the past year? PK: How bank lending... are stocks worth? How fast is the GDP growth? How big are corporate profits? What percentage of GDP is profits... 22 hours ago by graham in Content Matters... [Alfonso 42](#)

Whelchel receives economic development finance...

Whelchel receives economic development finance professional designation Phil Yancy Greenville News... to individuals who successfully complete an intensive finance training series that is conducted... to announce that Scott L. Whelchel has received certification as an Economic... 1 day ago by thehollander in USA Technology Channel... [Hollander](#)

Adding in the key word “California” takes us from 1,209 results down to 113. A much more manageable search that you can quickly skim through for profiles and leads to work with.

Technorati SEARCH

finance AND "series 7" AND california (stocks OR trading OR lending OR 401K) NOT job NOT jobs NOT submit NOT you

113 blog posts about finance AND "series 7" AND california (stocks OR trading OR lending OR 401K) NOT job NOT jobs NOT submit NOT you

Technorati Search time: 0.322 seconds

Blog search settings

searching for: finance AND "series 7" AND california (stocks OR trading OR lending OR 401K) NOT job NOT jobs NOT submit NOT you

authority: some

language: English

Apply Settings

113 blog posts about finance AND "series 7" AND california (stocks OR trading OR lending OR 401K) NOT job NOT jobs NOT submit NOT you

113 blog posts about finance AND "series 7" AND california (stocks OR trading OR lending OR 401K) NOT job NOT jobs NOT submit NOT you

113 blog posts about finance AND "series 7" AND california (stocks OR trading OR lending OR 401K) NOT job NOT jobs NOT submit NOT you

Advanced Blog Sourcing



01 Find Resumes With Google

To find resumes on blogs with Google, try using key resume words such as designed, worked and education. You also need key blog words such as comments, feed, rss, posted or trackback. The search sting employed in this example is: "software engineer" education worked designed (blog | blogs) (comments | rss | feed | archives | posted | tags | trackback) ~cv -jobs -send -submit -sample -you.



02 Find Resumes With Yahoo

Yahoo does not allow you to set up your blog searches the same way as Google. Try using more command terms such as linkdomain: and feature: in searches. The search string employed in this example is: healthcare (resume or vitae) (linkdomain:wordpress.com OR linkdomain:typetpad.com OR linkdomain:livejournal.com) -jobs -samples -example -you.



03 Find Resumes With MSN Live

MSN Live is much different than Yahoo, but similar to Google with setting up searches for blogs. Try bringing back the pipe (|) and employing this search string example: `hasfeed:java j2ee (resume OR CV OR vitae) -sample -samples -send -submit -you`.



04 Find People On Google Blog Search

To specifically drill down and find people, try terms such as "I work at" OR "I work for" in the search string. In this example, we used: ("I work at" OR "I'm working at" OR "I work for")

blogpulse
A 2011+ 1114 (w/ 2010) Blog

HOME ANALYSIS TOOLS

Search the Blogosphere: (java OR asp OR j2ee OR jsp) (developer OR programmer OR engineer OR consultant) -experience -jobs

Search Results
10770 messages found
Showing 1-10 of 10770 results

Promoting web technology
Can we leverage the likes of Flash, Java and Silverlight to help out where IE is lacking?... Then there's the question of developer tools.
[Blog: mick.donohue.net/journal/2006/01/21/promoting-web-technologies](#) Posting Date: 01/21/2006 Discovered: 20 minutes ago

My Perfect Symptom (I hasten toasters Speech #2)
In 2000, I got a job as a ASP developer and been in the software industry ever since.
[Blog: my.03031.com/wordpress-perfect-symptom-03031-speech-2](#) Posting Date: 01/21/2009 Discovered: 36 minutes ago

What is "the cloud"?
And the low-level programmer is quickly becoming a undervalued employee... e were told that everyone is using Visual Basic, now and nobody is using C++ or Java.
[Blog: mick.donohue.net/journal/2006/01/21/what-is-the-cloud](#) Posting Date: 01/21/2006 Discovered: 59 minutes ago

MobileMac: new year, same fail.
MobileMac and iMac use a truly magical system known as the Sun Java System Messaging Server... It would take an engineer all of about ten seconds to recreate the missing atlas. Sure, fine, maybe fifteen seconds....
[Blog: mick.donohue.net/journal/2006/01/21/mobilemac-new-year-same-fail](#) Posting Date: 01/21/2009 Discovered: 1 hour ago

05 Find People on Blogpulse

Blogpulse supports Boolean logic in your searches. Use the “advanced” search option. The search we employed is: (java OR asp OR j2ee OR jsp) (developer OR programmer OR engineer OR consultant) -experience -jobs.

Blog accounting finance tag:tax

18 of 64 recent posts for accounting finance

U.S. Companies Stepping Up Convergence Efforts... IFRS Tied in Demand
1 day ago by blog
... CFOs, most of U.S. financial executives said that the global standards increase the stability of financial markets versus just 25% of German CFOs, 11% of French finance chiefs, and 8% of top U.K. CFOs. Revenue and Expense Recognition Moreover, the accounting issue associated with convergence ...
[A.T. Kearney Blog - blog.atearney.com](#) Filed: 01/07 101 comments

Variously as Treasury & Tax Manager at PFI, Counts Indonesia IFRS in Debt
3 days ago by twangtan.blogspot
PT. Counts Indonesia Tbk., a retail company, is seeking for a Right Player to strengthen the tax & team to be based in Bkt as Treasury & Tax Manager. Qualification: Age max 35 years, S1 Accounting / S2 Finance is preferable, Min 5 years experience in treasury & taxation. Strong analytical ...
[info.twangtan.blogspot - twangtan.blogspot.com](#)

General Manager Tax Offshoring - Calgary or Edmonton Alberta
1 days ago by admin
JOB DESCRIPTION GM – Global Business Division Tax Offshoring The Company (trial inc.) is a leading provider of business and financial management solutions for small and mid-sized businesses, consumers and accounting professionals. Its flagship products and services, including QuickBooks®, Quicknet ...
[www.4smile.com/ask/2009/01/01/](#) Filed: 01/01 0

Accounting as Finance & Accounts Accounting / Tax Assistant In
1 days ago by mungmang.blogspot
Dent Overseas Corporation Ltd. (DOCL) a leading multinational Shipping Company is looking for highly qualified individuals to fill in the following positions: **Finance & Accounts Accounting / Tax Assistant** Pay ...
[www.dent.com.sg/](#) Filed: 01/01 0

Sponsored
1-4th 100% Tax Refund on Profit Shifting
Streamline Profit Procedures
Income Controls Profit Payable
[www.plmtr.com](#)

Web Accounting For Taxes
Try Free! Manage Payables & Taxes
Easy Web Accounting Software
[get2cloud.com](#)

First Accounting for Tax
Find tax accounts specializing
AUDIT, tax preparation & more
[www.GrowthByAccountants.com](#)

Stop Debt Collection Calls
Don't Pay Free Debt Consultation
Cover up to 75% of your Debt
[www.hush-hush.com](#)

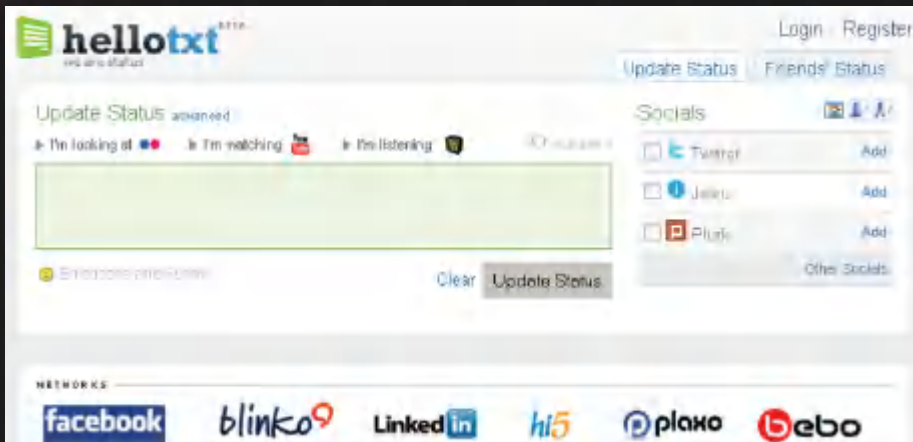
Accounting / Income / Expense
What is Revenue or Accounting?

06 Find People On Icerocket

We run a simple search string to find blog posts, with the ultimate goal to lead us to people. The search string we employ is: accounting finance tag:tax. From there, you can click through to the individual posts or blog home pages with these key words and tags.



Snapshot: Status Updates

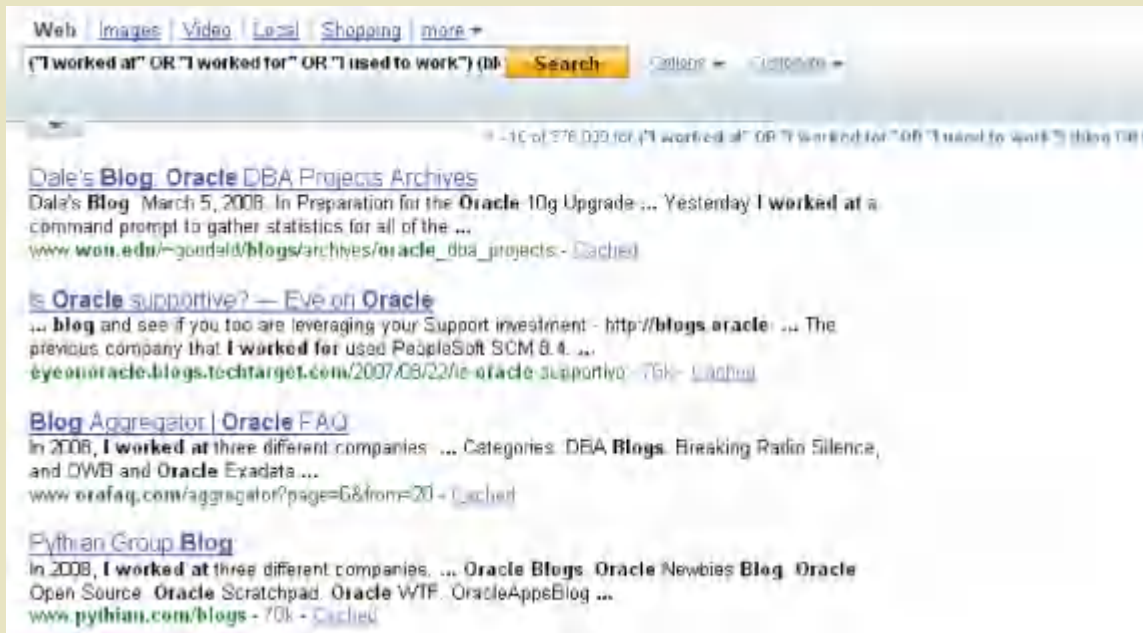


Hellotxt and Ping.fm are two sites that can save you time out on social and business networks, and in The Blogosphere in particular. These two sites are very similar in that they help you make your daily updates to multiple sites from one place. You simply post your update, and it gets sprayed out to the likes of Twitter, LinkedIn, Facebook, MySpace and many other sites all at once.

Spotlight: Backtype



Backtype (<http://www.backtype.com/>) is a site designed around “comments” on the web. Blogs, news sites, and other destinations around the Internet let visitors and users make comments around posts, articles and in forums. Backtype makes it possible to subscribe to these comments (or updates) around key words, terms and individual people.



07 Find People By Title Or Company

Try this search string and substitute with your own key words: ("I worked at" OR "I worked for" OR "I used to work") (blog OR blogs) (Oracle OR "Wells Fargo").



08 Find People By Conferences

Try this search string and substitute with your own key words: ("I attended" OR "I was at" OR "I went to" OR "I spoke at") "ere conference".

The Blogosphere



09 Find People By Pronouns

Try this search string and substitute with your own key words: ("was promoted" OR "managing director") (himself OR herself OR myself OR ourselves) (blog | blogs).



10 Find Colleagues

Try this search string and substitute with your own key words: (blog OR blogs) ("I work with" OR "I worked with" OR "I'm working with" OR "on my team" OR "in my group" OR "I worked for") "steve jobs".



Snapshot: Watch Trends on Blogpulse

Blogpulse has a nice section called “analysis” that breaks down the most popular blog stories and links each day. Also, this section displays the top blogs and top news stories, people and videos.

Top Links for January 20, 2009 XHTML

The most popular links appearing in blogs today

Set new date: Tuesday January 20, 2009

Rank	Link	Tools
1.	Welcome to the White House (citations)	
2.	Vimeo: Video Sharing For Your (citations)	
3.	Yet Another Related Posts Plugin for WordPress (citations)	
4.	EDP - Blog Post - Change has come to Whitehouse.gov (citations)	
5.	Evolution - Multi-blog & Advanced Blogging Software (Free Open Source) (citations)	

The “top blogs” they mention also differ slightly from that of Technorati’s “top 100 blogs.” Gravitating towards the top blogs and top blog posts can help you find more people.

Top Blogs for January 20, 2009 XHTML

The most links to blogs today

Set new date: Tuesday January 20, 2009

Rank	Blog	Tools
1.	MSNBC.com: Top MSNBC Headlines (citations)	
2.	Encodae (citations)	
3.	http://www.change.gov (citations)	
4.	Simple Thoughts - Java and Web Blog (citations)	
5.	Slashdot (citations)	
6.	SPIEGEL ONLINE Nachrichten (citations)	

TWITTER

Twitter is a microblog with strong social and business networking characteristics. Twitter is rumored to have anywhere from 3 million plus users and up, who send and read other users' updates (known in Twitter circles as Tweets). Tweets are text-based messages of no more than 140 characters in length. Updates from users are displayed on their Twitter page and to other Twitter users who have signed-up to receive updates from that particular user. Signing-up to receive updates in the Twitter community is considered "following" a user. Twitter is a great site free site to stay in touch with friends, discover interesting news stories, find new leads to pursue, and uncover active and passive talent in the market.

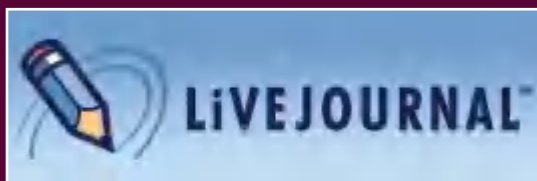
Twitter Tutorial #1: Getting Started



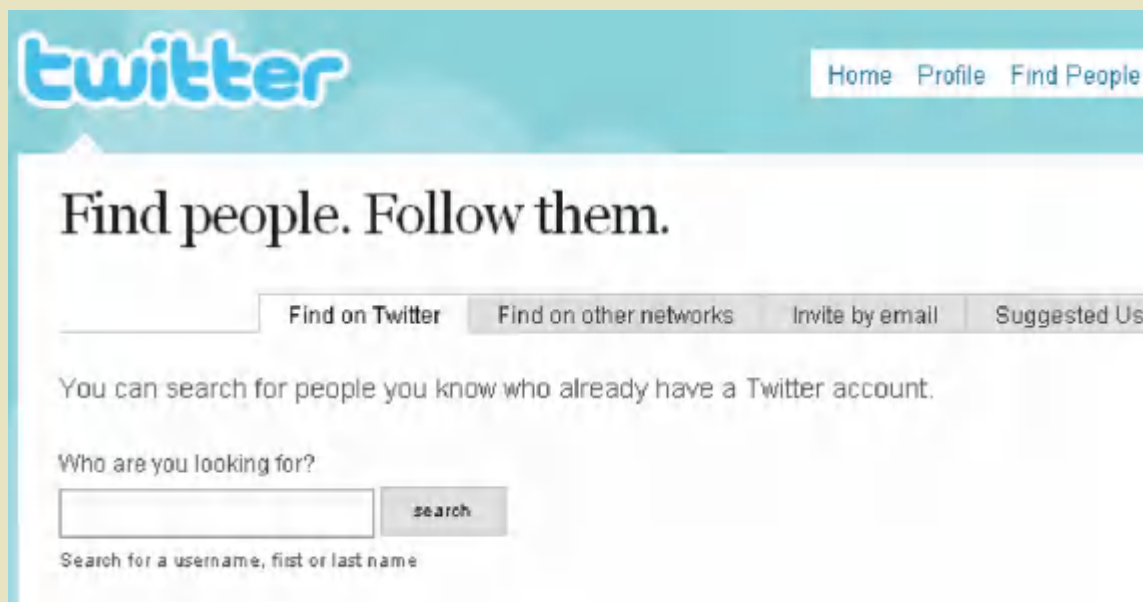
01 Profile Set-Up

Use your name to be easily identified. Try a URL that directs to your company, careers, blog, or site of interest. You have limited characters to fill in your "Bio" so choose key words carefully.

Mini Tutorial: Find Discussions On LiveJournal

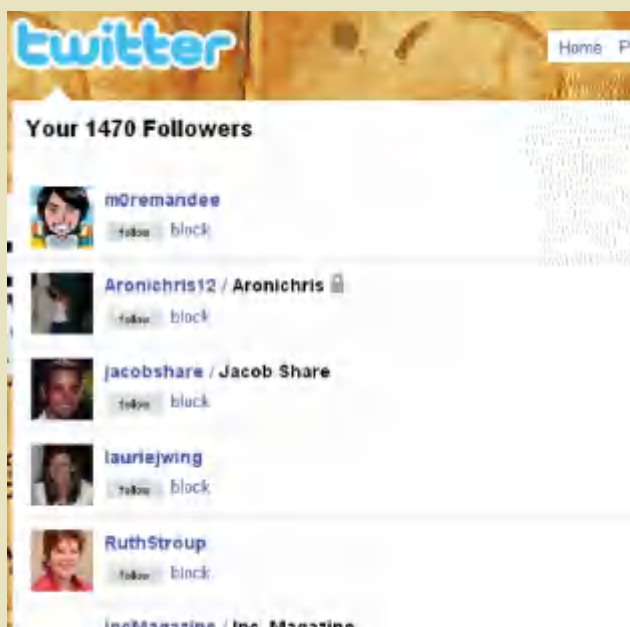


LiveJournal is a free community of journals, blogs and discussions. In the area of "interests:" <http://www.livejournal.com/interests.bml> we try the key words: finance.



02 Find Your Friends

Let Twitter search your email client, such as Gmail or Yahoo to find friends who have already joined. You will have the option to "follow" them.



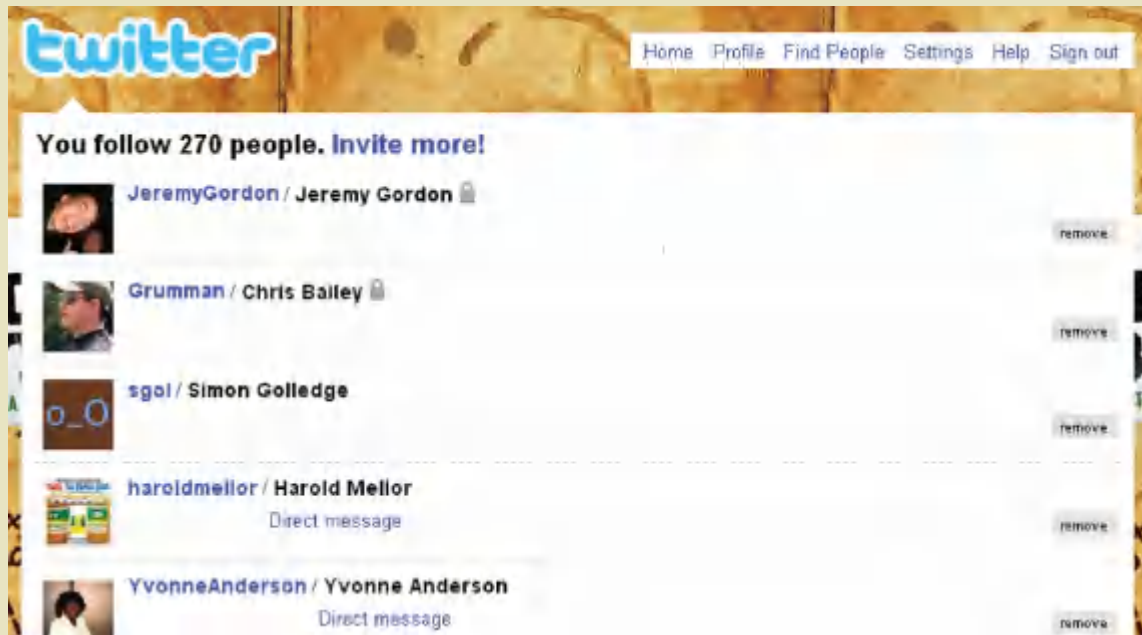
03 Get Followers

One of the big reasons you will get addicted to Twitter is due in part to having people "follow" your tweets (updates). The more you have the better. Think "LinkedIn" and connections.

Spotlight: POPURLS

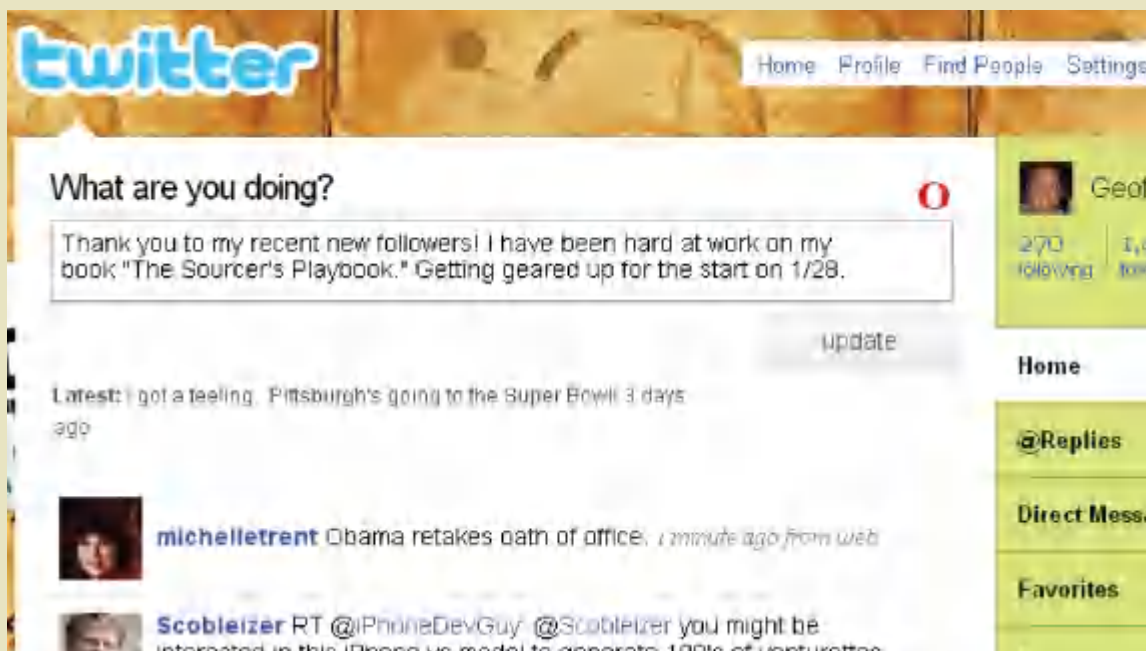


PopURLS (<http://popurls.com/>) is a site featuring a list of the most popular destinations on the web, including much of The Blogosphere. The site is customizable, with the ability to pull information from various sites and sources. This gives sourcers one site to get a glance of daily news from sites and blogs around the web.



04 Get Followed

The other half of why you will get addicted and stay on Twitter is that you will “follow” other users’ tweets (updates). This is the real good stuff. You will meet new people and much more.



05 Sending Tweets

You have 140 characters to work with. The messages will be in text form. Links can be sent, but some are very long, hogging your characters. Try shortening URL's before sending with TinyURL.



06 Sending Replies

Sending a reply message to a user in the Twitter community is done with the @ symbol followed by their user name. There is no space between @ and user name. This can also be done to include a user in a conversation or to give them credit for something (quoting the source).



07 Sending Direct Messages

In order to send a private or one-on-one message without any other user seeing it, use a "D" and a space followed by the user name to send it to. Direct messages can only be sent if the other user is following you on Twitter.

The Blogosphere



08 Retweeting

Like someone else's tweet (update) on Twitter? Want to pass it along to your Twitter followers? Simply put "RT" a space then @user name and copy/paste the post after that.



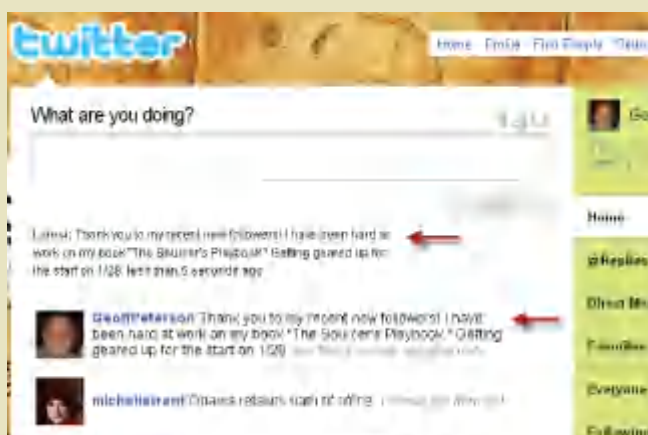
09 Saving Your Favorites

Want to save a good tweet update? Need to save an important tweet with a link? Click the star next to their tweet and then view them later in the "favorites" tab.

Spotlight: Countless Twitter Sites



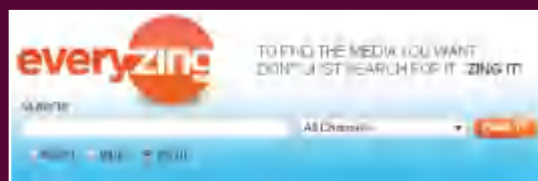
There are hundreds of sites and tools that are specific to the Twitter community. More pop-up weekly. A few worth mentioning are GroupTweet, TwittEarth, TweetScan, TweetBeep, Twitterfied and Twitterless.



10 Timeline

Tweets that you post get put into Twitter's "timeline." This timeline shows not only your tweets but updates from users you follow as well. Outside twitter.com, there are many ways to updates.

Mini Tutorial: Search Blog Audio/Video On Everyzing



A fast growing trend in The Blogosphere is audio and video content, specifically podcasts, interviews, and other video related posts. Everyzing is a site that helps Sourcers by searching multimedia files for key words, titles, descriptions and more.



Snapshot: Get Twitter On The Go

Twitter is set-up to work on mobile phones. You can tweet from any mobile device, IM device or through third party applications. Get your phone set-up for Twitter on your mobile by checking your settings in Twitter, or download the Twitter-ific application on an iPhone. Another option for people is TwitterFone. This service let's you send messages to Twitter by voice.



Visit the Twitter Fan Wiki (<http://twitter.pbwiki.com/Apps>) to stay ahead of the curve with new tools, applications and services for accessing Twitter. Most are revolved around desktop applications, alerts and mobile devices. There are currently hundreds of links listed, and is growing daily.

Mobile apps

- **TwitterMobile** - A simple to use mobile application that gives the user a portal or gateway into the instant messaging
- **Twittelator Pro** - A best of breed twitter client for the iPhone and iPod touch. Twittelator Pro features even the most seasoned of tweeters.
- **Snaptu** is a free mobile service that offers you a selection of fun and useful mobile applications, in and much more. Works on most Java phones.
- **Twoothall iPhone** - iPhone application that tracks the scores of the NFL games and the twitter messaging functions as client to send out tweets.
- **Dabr** - The Best Mobile Web App for Twitter to date. Described as 'm twitter on steroids' dabr is available on Android, the iPhone and Blackberry - <http://dabr.co.uk> from your mobile browser
- **Twidroid** is the first full-featured twitter client for Android mobile phones, including search & photo upload.
- **GPS Twit** is an application for the iPhone and Windows Mobile that you can run on your phone to find you. GPS Twit answers the question, "Where are you and what are you doing?"
- **Quake** is a very small, fully-featured and very attractive Windows Mobile Twitter application.
- **Tiny Twitter** is a free and full featured Twitter mobile client that runs on Windows Mobile Pocket PC (native Windows Mobile client) and Java enabled devices (a J2ME client).
- **TwitToday** is a free Windows Mobile 5+ Pocket PC/Professional Twitter widget for posting Twitter messages.
- **Twobile** is a free Windows Mobile 5+ Pocket PC/Professional Twitter client that allows users to use the desktop web-based version of Twitter!

Twitter Tutorial #2: The Information Superhighway



01 Discover New Sites

Check your updates daily from people you follow. There are always lots of new sites people mention to explore.



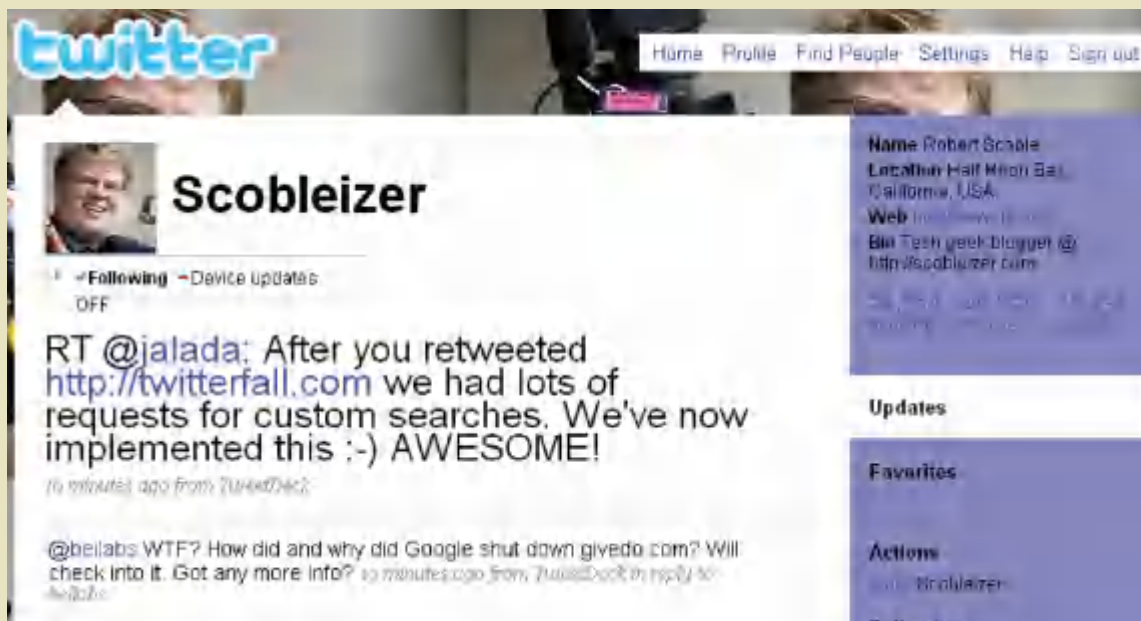
02 Find New Ideas

Follow people in both your industry and other industries as well. This will give a feel for how others do their jobs, and how something they do may apply to you.



03 Stay Current

Follow major media outlets, social media experts and other people who “camp out” on many sites to find the most interesting, newsworthy and mindboggling news each day.



04 Brand Yourself

It's important to find a style out on Twitter and stick with it. There are people who position themselves as experts in their respective fields, people who uncover interesting stories and sites, and others who want to entertain. Find your niche. Give reasons for people to follow you. Robert Scoble for example works for “Fast Company” and provides many, many new links daily.



05 Promote Your Company

Tell the world about your company, your culture and careers. Tell your Twitter followers all about why they should be interested in coming to work with you. Be creative in your delivery.



06 Get Traffic

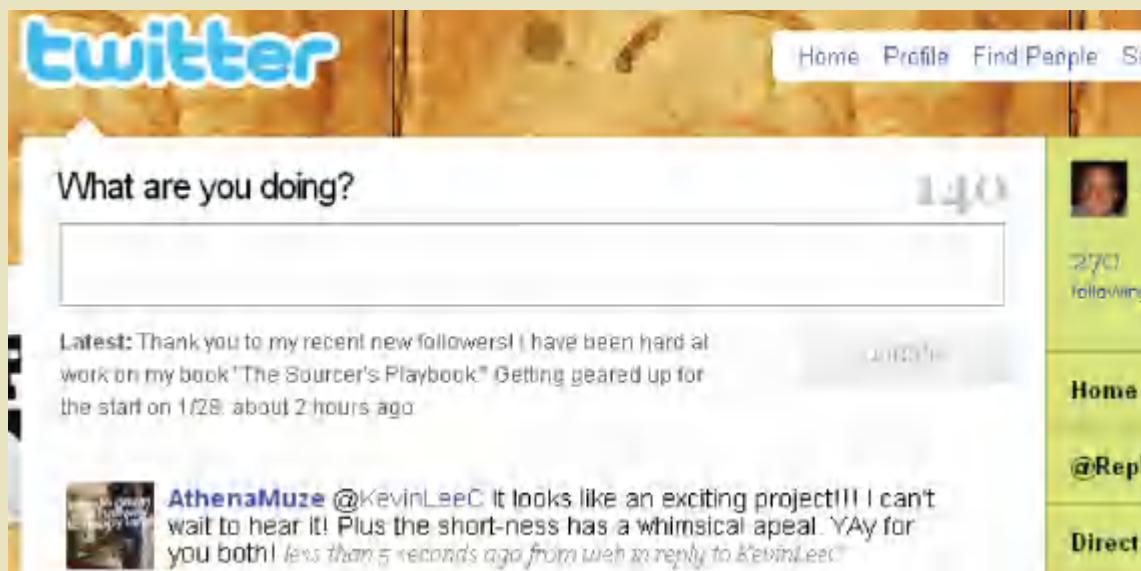
Whether you're looking for people to view a new job posted online, or a new blog post touting your company culture, getting your message out on Twitter and having it get "viral" can be big.

Spotlight: Power Twitter



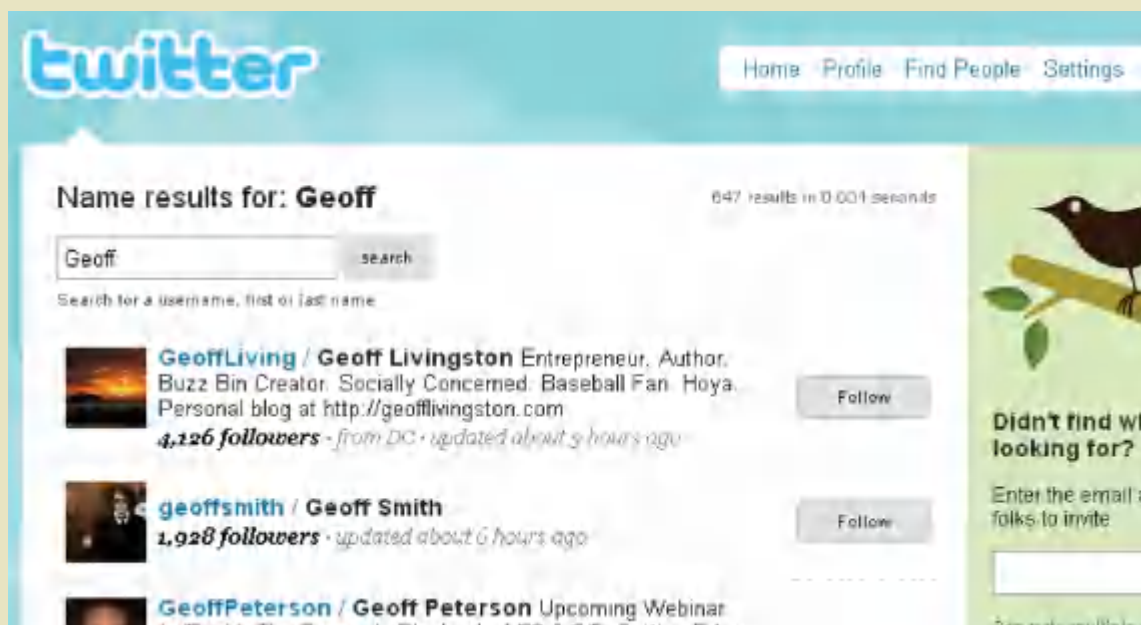
Check out Power Twitter, an add-on for the Firefox web browser. After downloading, when you use the Firefox browser when visiting Twitter, you will now have a version with more features than the regular site. Power Twitter puts a search box directly on your home page for instance, and also opens all links that users provide to show you what is behind each link before clicking through. Very useful!

Twitter Tutorial #3: Search, Source & Recruit



01 View Everyone

Twitter gives you the option to view all members in the "timeline" by clicking on the "Everyone" tab. This will let you see all updates coming in (provided you refresh the screen because they are not in real time). Not the easiest way to search people, but you can discover new people here.



02 Find People

Use the "Find People" feature right on the Twitter site. The search feature is limited though, and only let's you search by first and last names, as well as user names, but not key words.



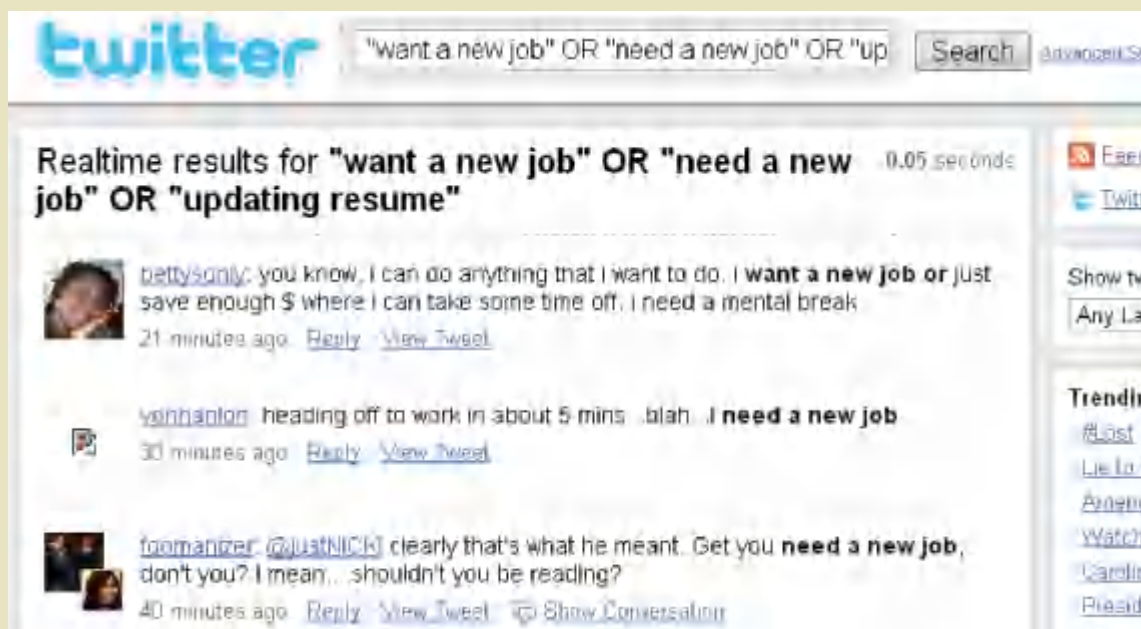
03 Trending In Twitter

Discover the latest and most popular topics and tweets in Twitter on the home page of Twitter Search (<http://search.twitter.com>). This is a separate search engine site from Twitter. This will lead to new people to connect with.



04 Dig Into Tweets

Twitter Search has an "advanced search" feature which lets you peer into other people's public tweets and conversations. It can filter by key words, specific people, location, dates and more.



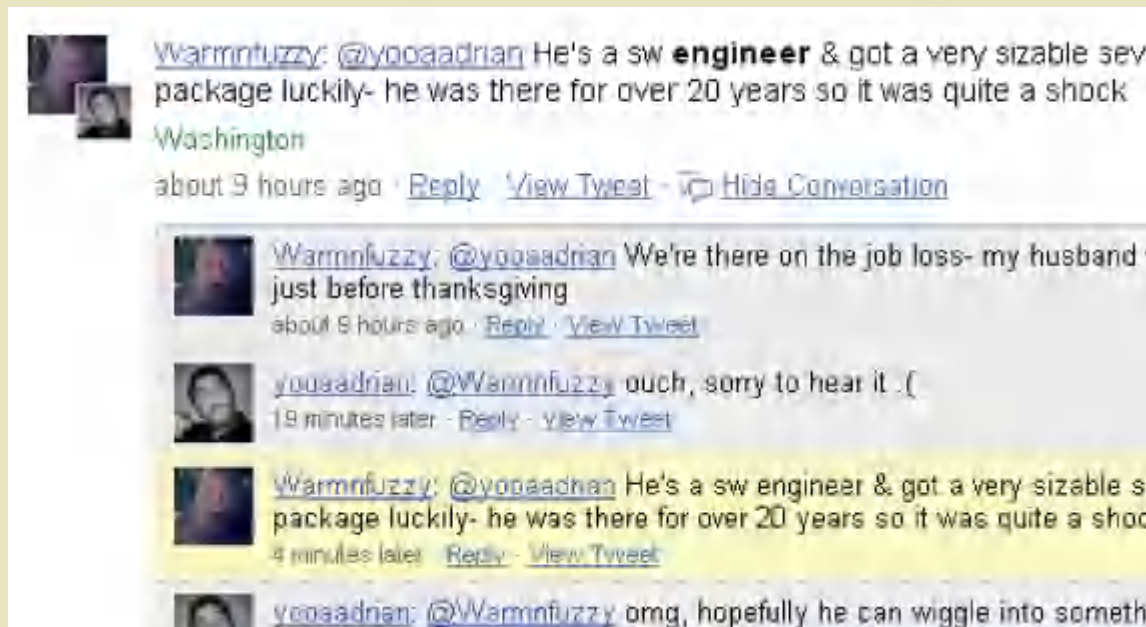
05 Target Job Seekers

Try being specific. Look for the phrases "want a new job," "need a new job," or "updating resume." Add other key words in to drill down further.



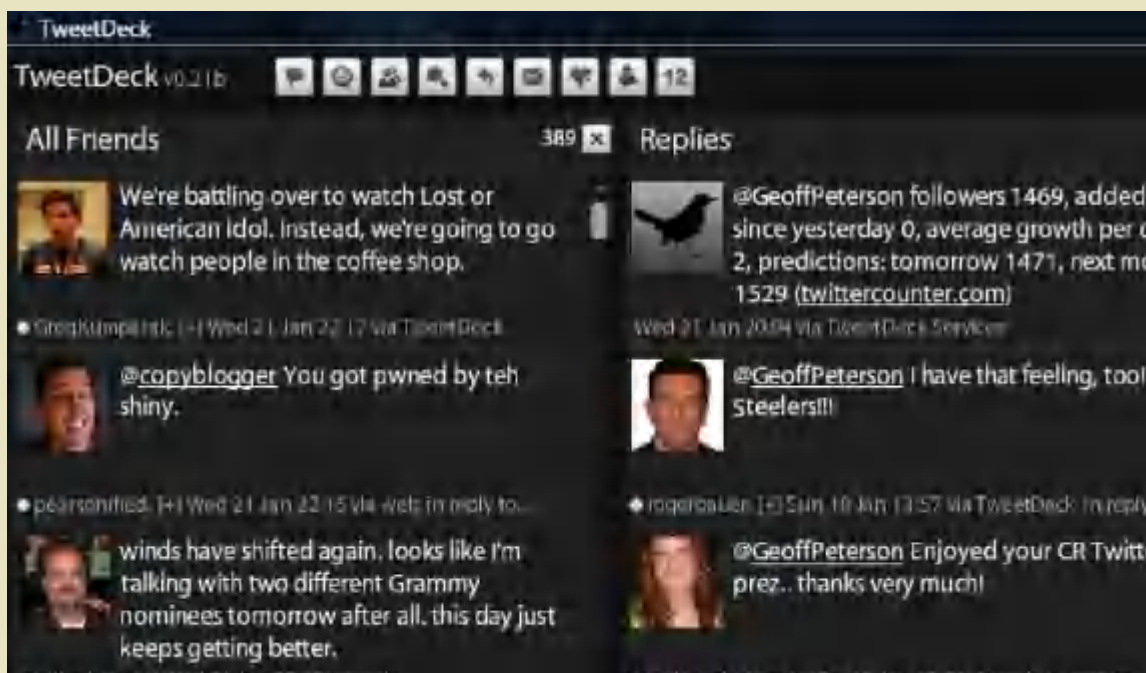
06 Target By Location

Twitter Search gives users the option to search for people and tweets by location.



07 Conversation Threads

In Twitter Search, click on the “show conversation” link if you see them in your searches. This will give you more insight into that person, and possibly give you more leads to follow up on.

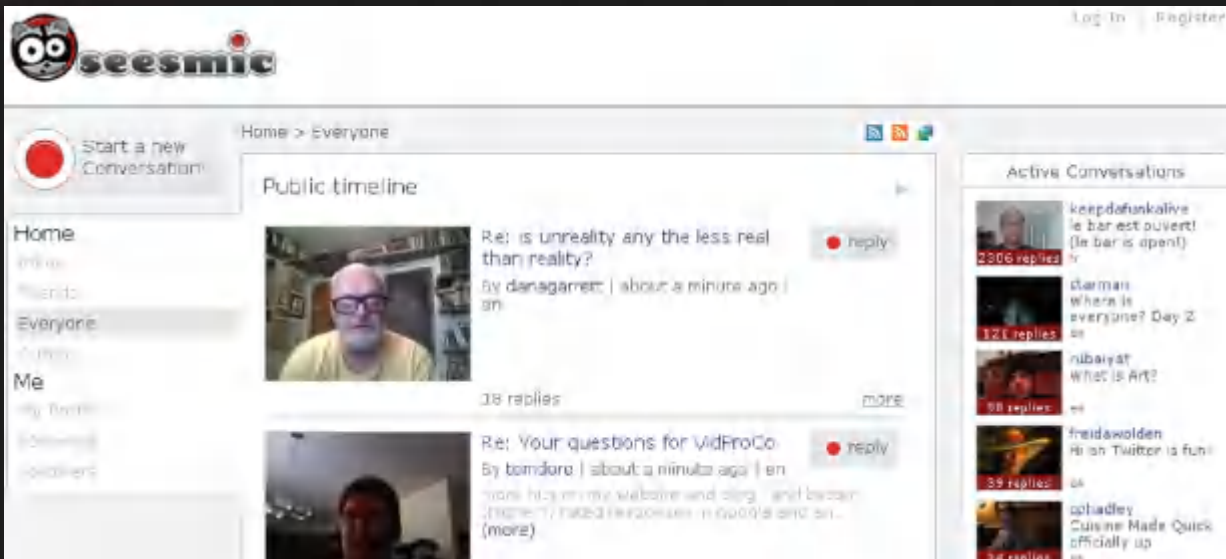


08 Use TweetDeck

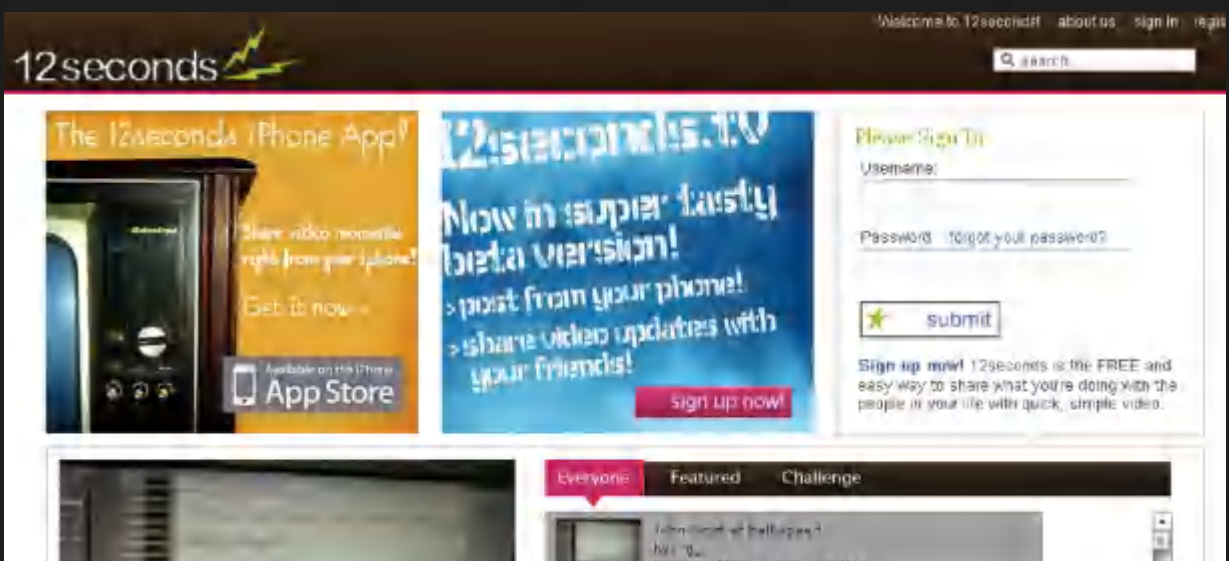
TweetDeck is the best application to use in terms of seeing the entire Twitter landscape. You can watch your replies, direct messages, and set-up searches to find people, all in near real time.



Snapshot: More Microblogs



There are a long list of competitors to Twitter in the microblog space. These sites include Plurk, Identi.ca, Seesmic, 12 seconds, Tumblr, and Utterz among many others. Most of these microblogs have very “twitter” like functionality, such as short message limits, but some offer different twists, such as the use of video exclusively.



The Blogosphere

The Sourcer's Blogroll



01 ERE

The definitive source for the staffing community. This site has great articles, blogs and groups where you can meet your peers in sourcing and recruiting, in addition to making placements.



03 Technorati Top 100

Take a look at the Top 100 blogs indexed by Technorati. This shows the top blogs in terms of popularity online, web traffic and subscribers. There are great sites for Sourcers to get leads from.



02 TechCrunch

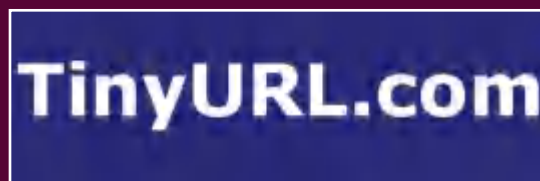
One of the top technical blogs on the Internet today. It is a wealth of information on emerging and Fortune 500 companies. It is also a place to spot new trends for Sourcers, such as microblogging.



04 Complete

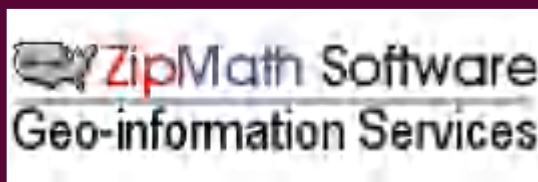
Take a deep dive into statistics and surveys for websites and a wide variety of popular topics today, including online media, search, online video, and much more.

Mini Tutorial: Shorten Your URL's



Use TinyURL: <http://tinyurl.com/> to shorten long URL's to very "tiny" ones. Copy/paste a very long URL from a site into the box you see at the home page of TinyURL. It will produce a shortened version of that URL which you can then copy/paste and use in your next tweet on Twitter.

Mini Tutorial: ZipCode Searching



Using the site ZipMath: [http://www.zipmath.com/zmsl.cgi?LOADPAGE\[e_rad.html](http://www.zipmath.com/zmsl.cgi?LOADPAGE[e_rad.html) can help you identify all zip codes within a range. This can be helpful in any search you do on using the major search engines.



05 Search Engine Land

You guessed it! This one is dedicated to everything search engines. Stay abreast of the latest tricks, tips, techniques and news for the major and niche search engines.



06 Duct Tape Marketing

Read this and other marketing blogs because a good sourcer should not only a good researcher and search expert, but also a good marketer as well.



07 ProBlogger

Do you currently maintain a personal or company blog? Want to get one started the right way and learn to attract talent. Start here.



08 CopyBlogger

A 2nd and essential "all about blogs" blog to have in your back pocket. Learn from the smart post produced on this site weekly.

The Blogosphere



09 The Recruiters Lounge

This site is dedicated to the sourcing and recruiting world. Jim Stroud started the site after many years working in a sourcing capacity, and shares incredible insight and knowledge.



10 Fistful Of Talent

Great blog to read up on issues, news, solid opinions and ideas for the staffing community.



11 Cheezhead

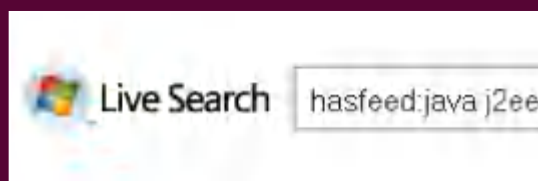
Essential reading for sourcers and recruiters. This is the “techcrunch” of the staffing community providing news, rumors and great articles.



12 XtremeRecruiting.tv

Watch one-on-one candid interviews with your peers in the staffing world.

Mini Tutorial: Hasfeed Command



Take note that the hasfeed: command tells search engines to look for sites containing RSS feeds which are typically common amongst most blogs today.



13 LifeHacker

A great tech-focused blog that cover tips, tricks and solid techniques for everything from web browsers, search engines, social networking sites and much more.



14 MakeUseOf

Technology blog that gives step-by-step tutorials, in addition to providing dozens of new sites to pursue daily.



15 Boolean Blackbelt

A new blog designed by Glen Cathey is already a favorite and filled with an incredible amount of information around search strings and sourcing the web.



16 Recruitomatic Blog

Amitai Givertz gives a solid perspective on the recruiting industry in his blog. "Ami" is a solid expert in his field, and gives incredible Google training for Sourcers and Recruiters through his Brown Bag Recruiter.

Spotlight: Cloud Recruiting

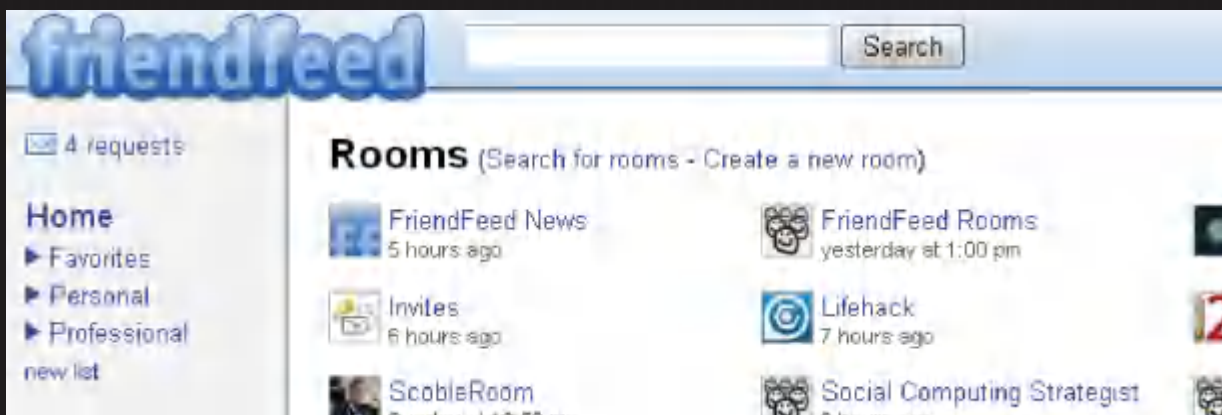


Have you heard the term "Cloud Recruiting" yet? It revolves around recruiting and sourcing without boundaries. Check out <http://cloudrecruiting.net/> and visit a blog dedicated to this topic. Here you will find some great articles on Cloud Recruiting and a few excellent PowerPoints to get you educated.



Snapshot: FriendFeed

Friendfeed is another microblogging site to join and use extensively as well. While the site does not have quite the adoption and members that Twitter has, it has features Twitter does not. The “feed” part is what makes the microblog stick out because you can have all your updates from various networks and sites go to one place online.



Another area to explore is the FriendFeed “rooms” where you can connect with users from a particular field such as technology, or topic such as seeking employment.



17 Recruiter Life

On this site dedicated to recruiters, you will find tons of videos and podcasts with information to soak up. Learn from your peers and other experts in the industry.



18 Workforce Management

Take a close look at the blogs for Workforce Management. These blogs will help you stay in-tune with news in the staffing industry and much more.



19 StaffBytes

Shameless plug for the author! Check out StaffBytes, which was started as a passion project a year back. This blog drills into tips, tricks and techniques for finding active and passive talent.

CHAPTER 4

Sourcer Tools & Technologies

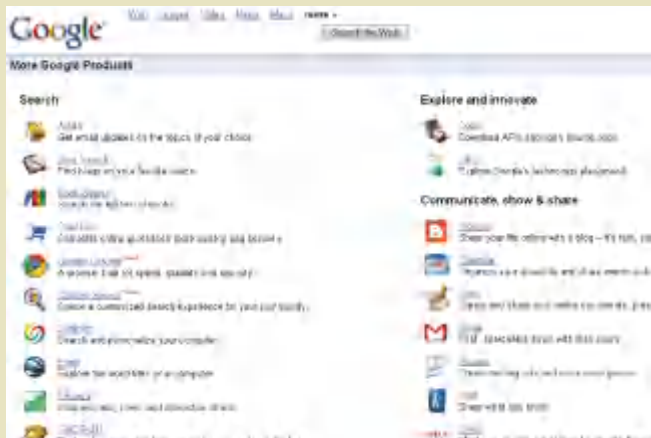
Work Smarter.

There are an abundance of tools and specific technologies today that can elevate your companies staffing arm to heights unheard of just a few years ago. Sourcers have applicant tracking systems, analytical tools, email campaign producers, resume grabbing software, browsers that seem custom fit for identifying talent, toolbars that simplify hard and cumbersome tasks, technologies that strip back talent behind the scenes and deliver to your doorstep like clockwork, free tools that can take the place of expensive ones, job aggregation sites, and many other technologies to aid in daily searches. This chapter walks through these tools and technologies for Sourcers to take advantage of.

PLANET GOOGLE

Google is slowly taking over the planet, one product at a time. Google can practically run your staffing department with its products, if you want it to. If you're not already aware, Google is much more than just a search engine. Google offers many products that can help businesses of any size run key operations, and can specifically be used to aid in the entire recruiting process. Most of Google's products can be used in a sourcing capacity, if you put your creative hat on that is. The following is a breakout of some of the most important ones Sourcers should use.

Google Products Overview



01 “More” Google

Have you explored the “more” section? There are over 40 incredible free products to use, with everything from web browsers, email, videos, maps, groups, instant message, alerts, blogs and more.



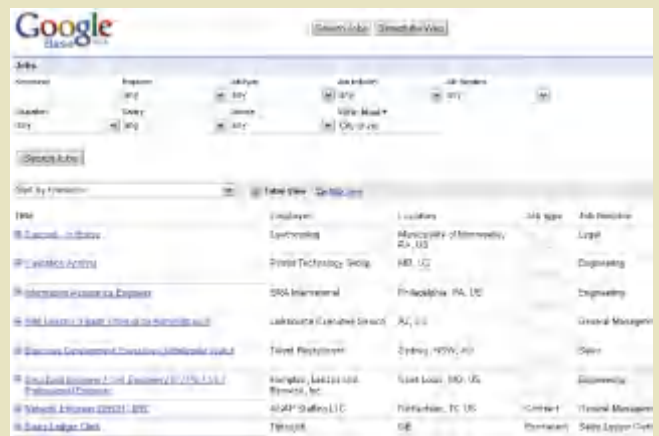
03 Gmail

Gmail is a free email client loaded with functionality. The “google” search function alone makes it worth using, even for secondary or back-up email purposes. Add-on GMail voice and video chat.



02 Google Reader

This tool is designed to keep track of all your favorite websites and blogs online. It sends “feeds” of all new articles, posts and content from each site you subscribe to by RSS. It can also do much more.



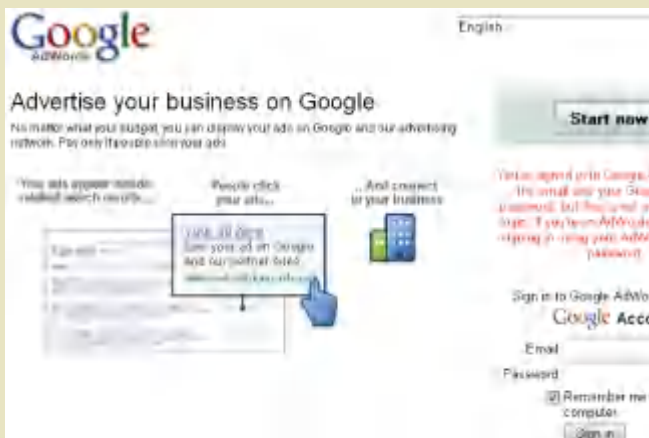
04 Google Base

Google Base is a community where Sourcers can post jobs and review online profiles all for free.

Spotlight: Research Companies



Need to do a little research on a company? Check out Hoovers (<http://www.hoovers.com/free/>), Crunchbase (<http://www.crunchbase.com/>), or Wikipedia (<http://www.wikipedia.org/>) to help you get started.



05 Google AdWords

Run a targeted campaign online to find active and passive talent in the marketplace using Google AdWords. This is a solution that can be surprisingly affordable and successful if done right.



07 Google Desktop Search

Need help finding key documents buried in your PC? This tool indexes folders, files and documents inside your hard drives and makes it very easy to track down what you need quickly. video



06 Google Toolbar

Get the Google Toolbar for your web browser. This will help you easily access Google products that you use, stay organized and run searches in Google while on another site.



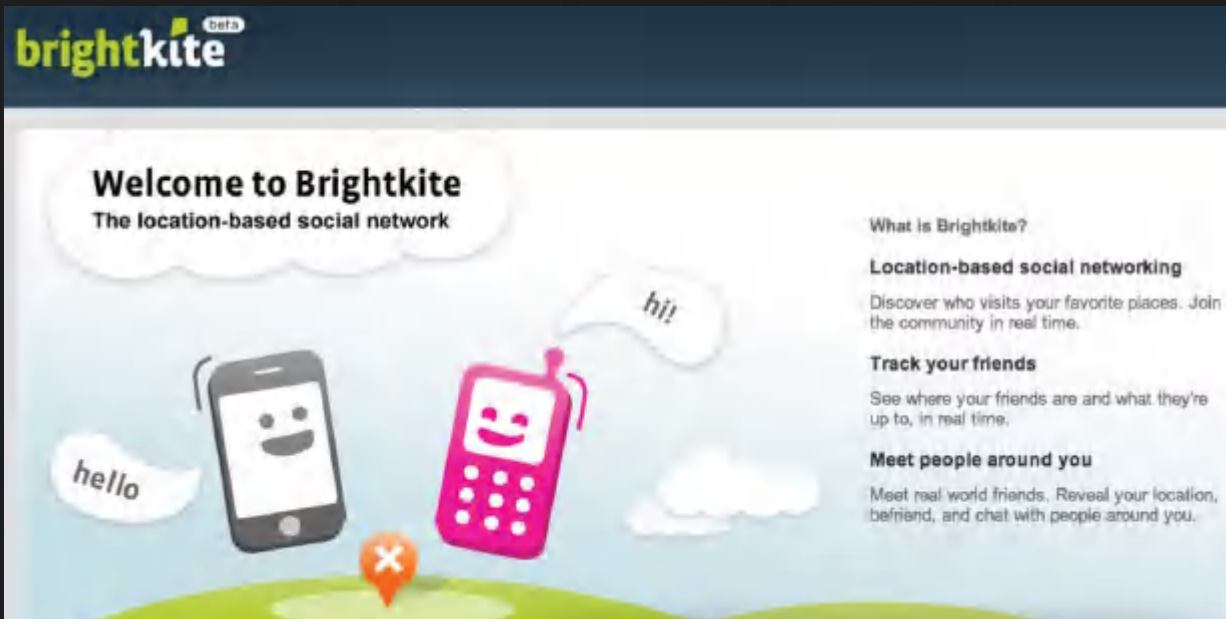
08 Google Chrome

Chrome is Google's answer to the web browser. It is built for speed, safety and privacy.



Snapshot: Mobile Technologies

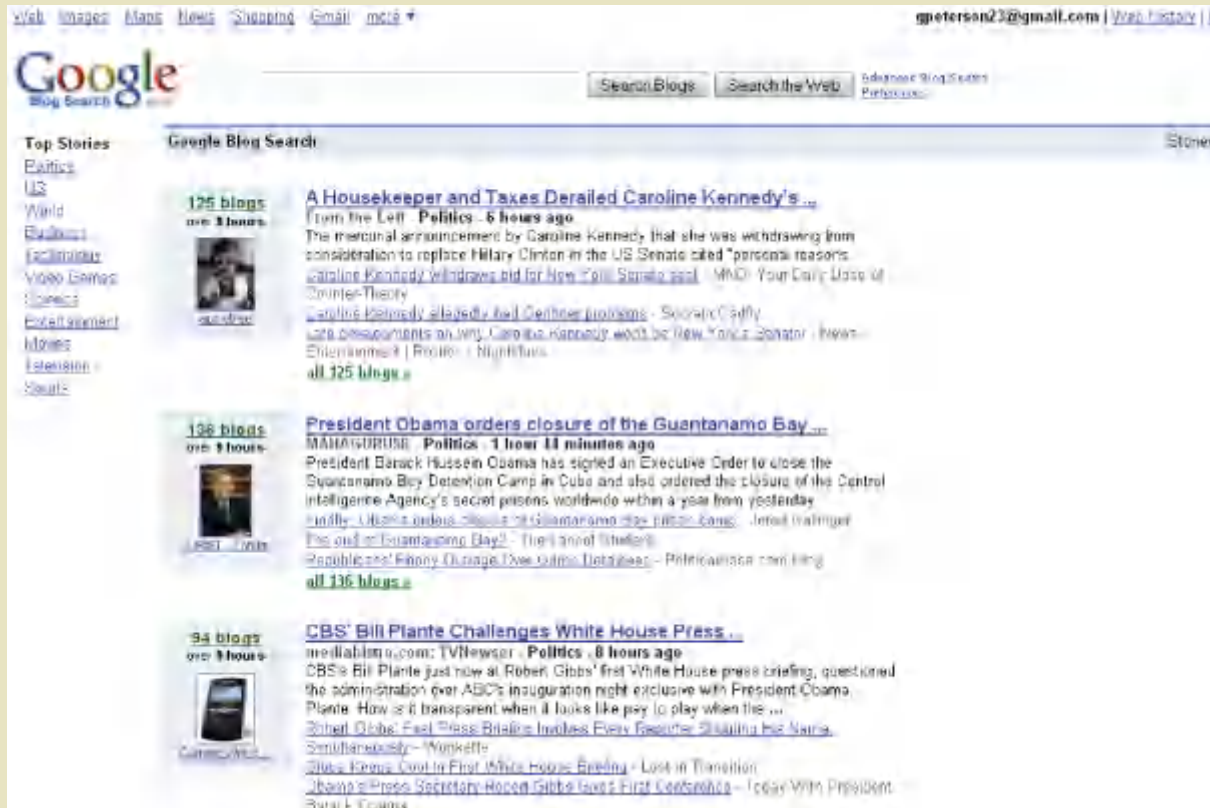
A virtually untapped market today is mobile recruiting. Sourcers are using social networking sites such as LinkedIn and Facebook right on a Blackberry, iPhone or other mobile device. There are sites specific to the mobile world as well, including Brightkite, Loopt, Mocospace, Juicecaster and ChaCha.



Another trend fast gaining traction in staffing circles are shared short codes, also know as short numbers. Text messaging has become one of the top forms of communication today with billions of text messages being sent every year. Short codes are designed to be easier to remember (5-6 digits) and can be used for campaigns and to sign-ups. An example of this is with SumoText.



Sourcer Tools & Technologies



09 Google Blog Search

This site specifically searches blogs. For more in-depth examples on how to use it to find talent, please visit “The Blogosphere” section in this book.



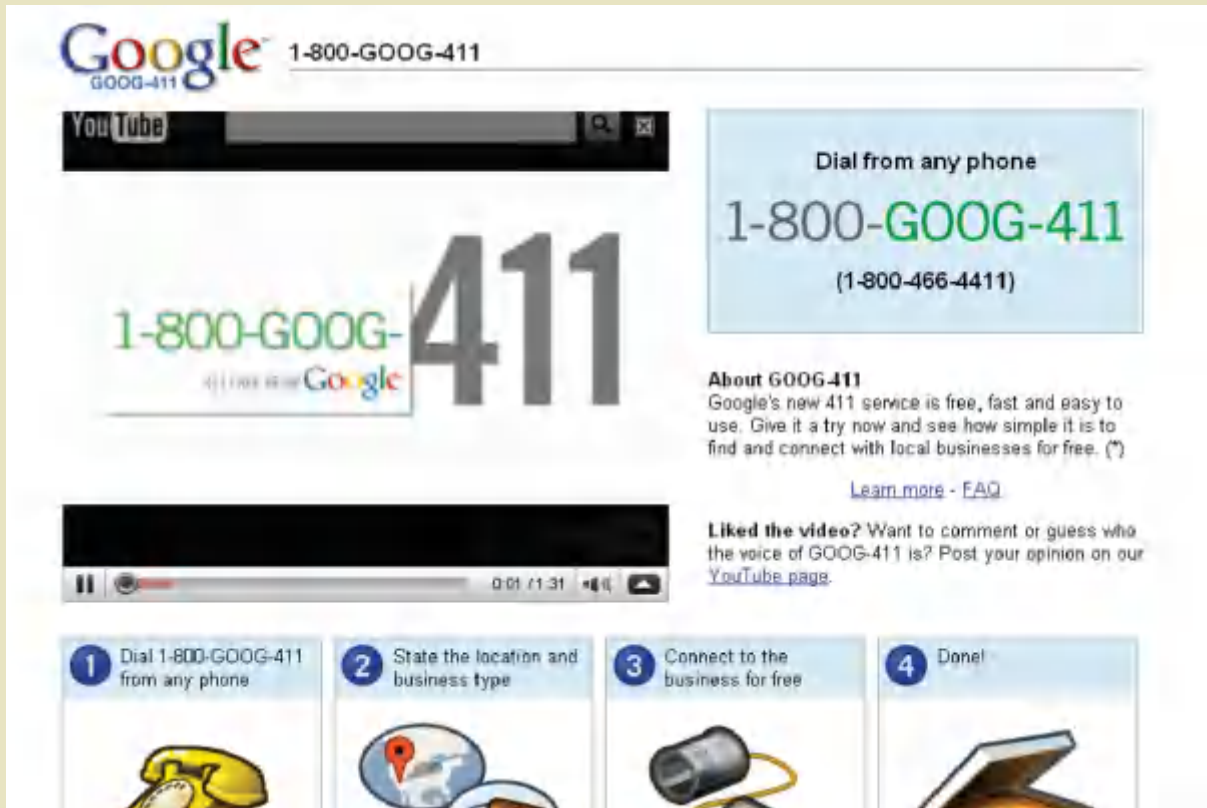
10 Google Custom Search

This product from Google allows you to create your own custom search engine, tailoring very specific results to match your needs. More advanced than the regular Google search.



11 iGoogle

Create a custom home page when on the web. This can act as a dashboard for Sourcers, complete with email, alerts and RSS feeds. A “one stop shop” for organizing your talent pool.



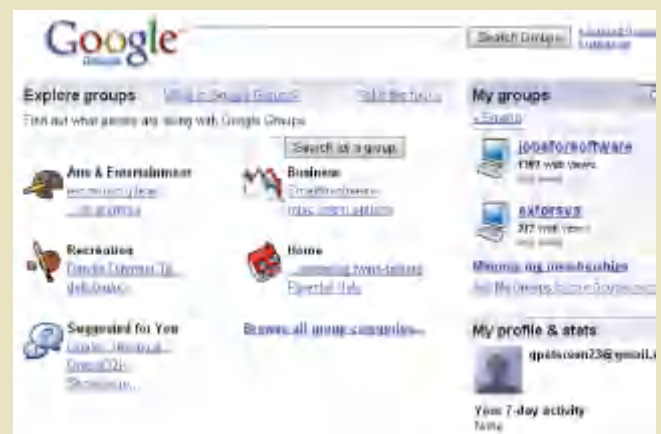
12 GOOG-411

Find and connect to businesses for free. Let Google do the searching over the phone for you and also by text.



13 Blogger

If you don't already have a personal blog out on the web, now is a good time to start one. It's free with Blogger, and it can help you brand yourself, your company and attract talent.



14 Google Groups

Join and actively participate in Google Groups to identify and attract active and passive talent. Starting your own group is free as well.

Sourcer Tools & Technologies



15 Orkut

Orkut is a free social networking site for keeping in touch with friends and for networking and finding new talent to recruit.



16 Google Docs

As a part of the free online "productivity suite" that Google offers, Google Docs gives you control over storing and sharing documents online. Great for working with remote teams.



17 Google Talk

Free instant message tool from Google. Another great tool to use for managing and working with remote and distributed teams.



18 Google SMS

Get Google search results while on the go. You can text and receive back search results from Google for addresses, directions, zip codes, products, local news and other Q&A.

Mini Tutorial: Emerging Companies



Sourcers may want to take note of newly emerging and funded companies popping up. Smaller companies and startups can be found in sites such as Great Startups (<http://greatstartups.com/>), Killer Startups (<http://www.killerstartups.com/>), in TechWires (<http://tinyurl.com/aq6cbn>), or in directories such as Go2Web20 (<http://www.go2web20.net/>).



Snapshot: YouTube

YouTube, owned by Google, is the #3 most trafficked site on the planet. YouTube is a video site, but is also a search engine and social networking community rolled into one. From a Sourcer's standpoint, there are a few key ways to take advantage of this site. First, people are putting video resumes online daily to be discovered.



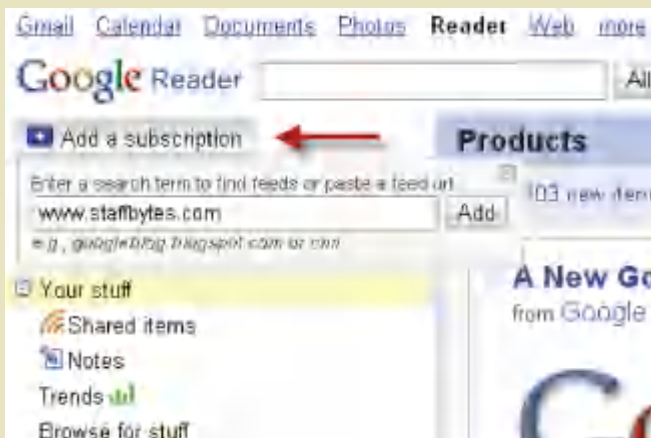
Second, YouTube gives its users the option to create their own "YouTube Page" where people can subscribe to watch all your videos when you upload them. By creating videos of yourself, your company, your job openings and other topics, you can create a good amount of traffic you wouldn't have received otherwise. Videos get a lot of viral activity in the YouTube community as well. This is the "out of the box" strategy your team needs to explore further.



RSS TECHNOLOGY

RSS stands for Really Simple Syndication. Using RSS is an essential tool for Sourcers to use. The reason being is that Sourcers have a number of places online they search daily for talent, not to mention thousands of searches they perform as well. RSS helps to automate part of your searches and deliver talent straight to your doorstep. With RSS, a Sourcer sets-up a “feed” of a particular site or search. The results of these feeds are then sent wherever you want, whether it be straight to your email or into a tool like Google Reader.

RSS Technology Tutorial: Step-By-Step

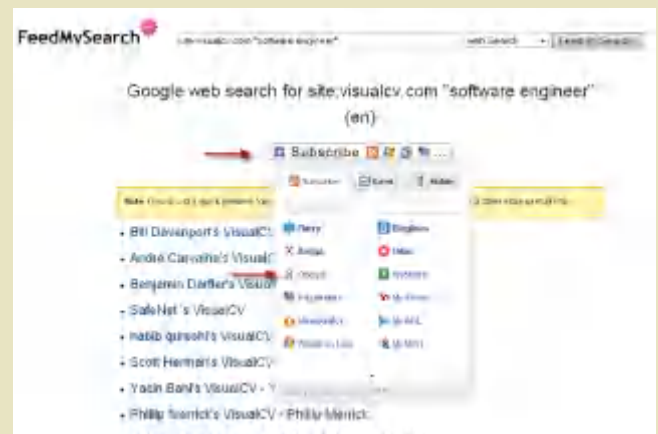
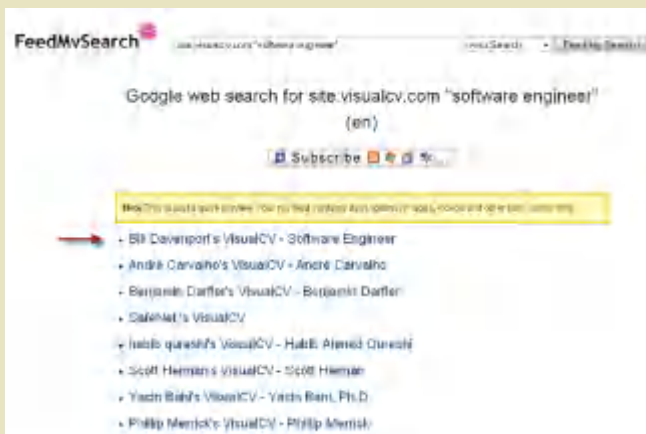


01 Track Favorite Sites

Using Google Reader makes it dead simple to subscribe to RSS feeds. Simply find a site you want to subscribe to, type it into the “Add a subscription” box and “add. If a menu appears, find your site.

02 Feed Your Searches

FeedMySearch is a site designed to set-up RSS feeds where you can’t get one. Google is not set-up for RSS with searches currently. No problem. Take your search string to this site.



03 Validate Results

Make sure that the search string works. You will know it works if you see results once you hit “Feed My Search!” Also note that these are the type of results you want to see on an ongoing basis.

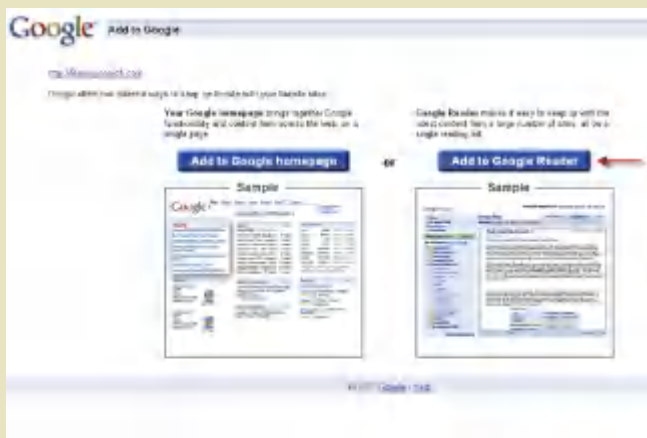
04 Subscribe

Once you get your search string set-up with the desired results, you want to subscribe to this feed. Choose where you want it sent, such as Google Reader, another feed reader, email or mobile.

Spotlight: More RSS Options



Consider Feedbeater (<http://www.feedbeater.com/>), Feed43 (<http://feed43.com/>), Dapper (<http://www.dapper.net/>), or Ponyfish (<http://www.ponyfish.com/>) to create RSS feeds for a site or search where you cannot get one.



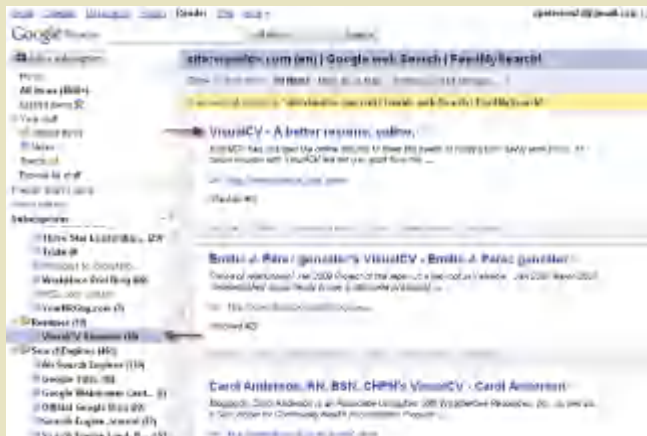
05 Add To Your Reader

In this case, we chose Google Reader to receive the RSS feed.



06 Update Your Settings

Go into your settings and change the name to something you will easily identify it with. Try using a specific job requirement name or a particular site. Designate a folder so you stay organized.



07 Follow Results

Now you can see the RSS feed you created and the specific search results. To view a result, simply click on the link and it will redirect out of Google Reader to that site.

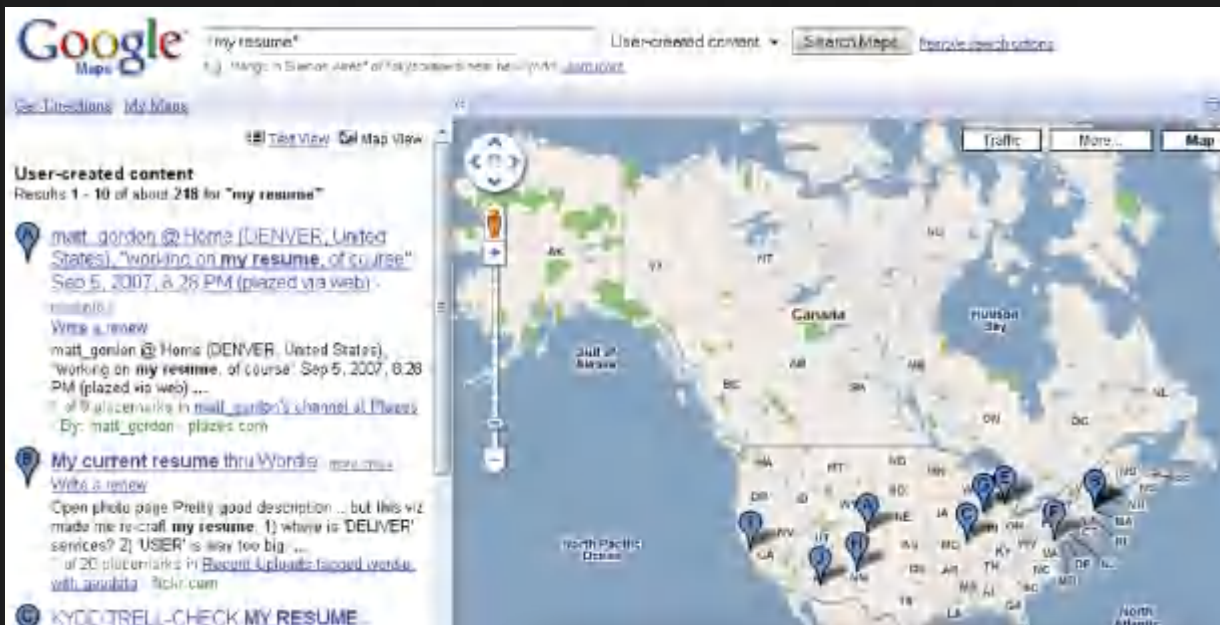
08 Other RSS Options

Sometimes setting up an RSS feed is not as simple as the previous steps mention. On occasion, a site such as FeedMySearch won't work correctly. No problem. Try IceRocket or Feedbeater.

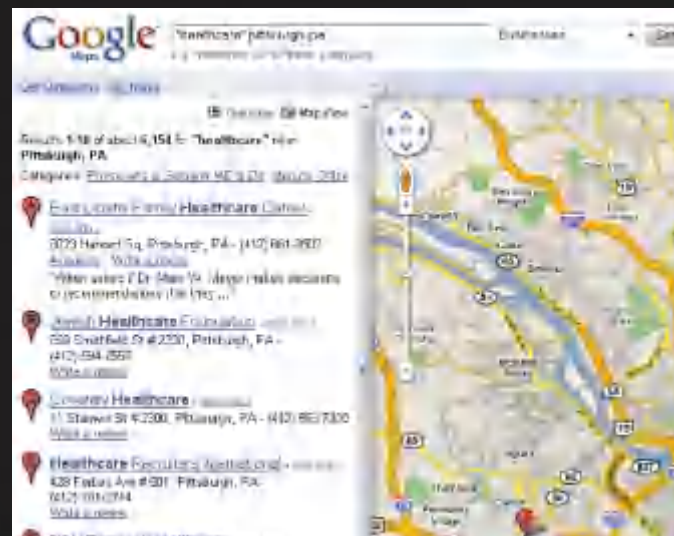


Snapshot: Google Maps

This Google product has much more to offer than just displaying maps. Google Maps offers the ability to advertise your business. Make sure your business can be found in searches using this product. People, believe it or not, post profiles and resumes out on Google Maps as well.



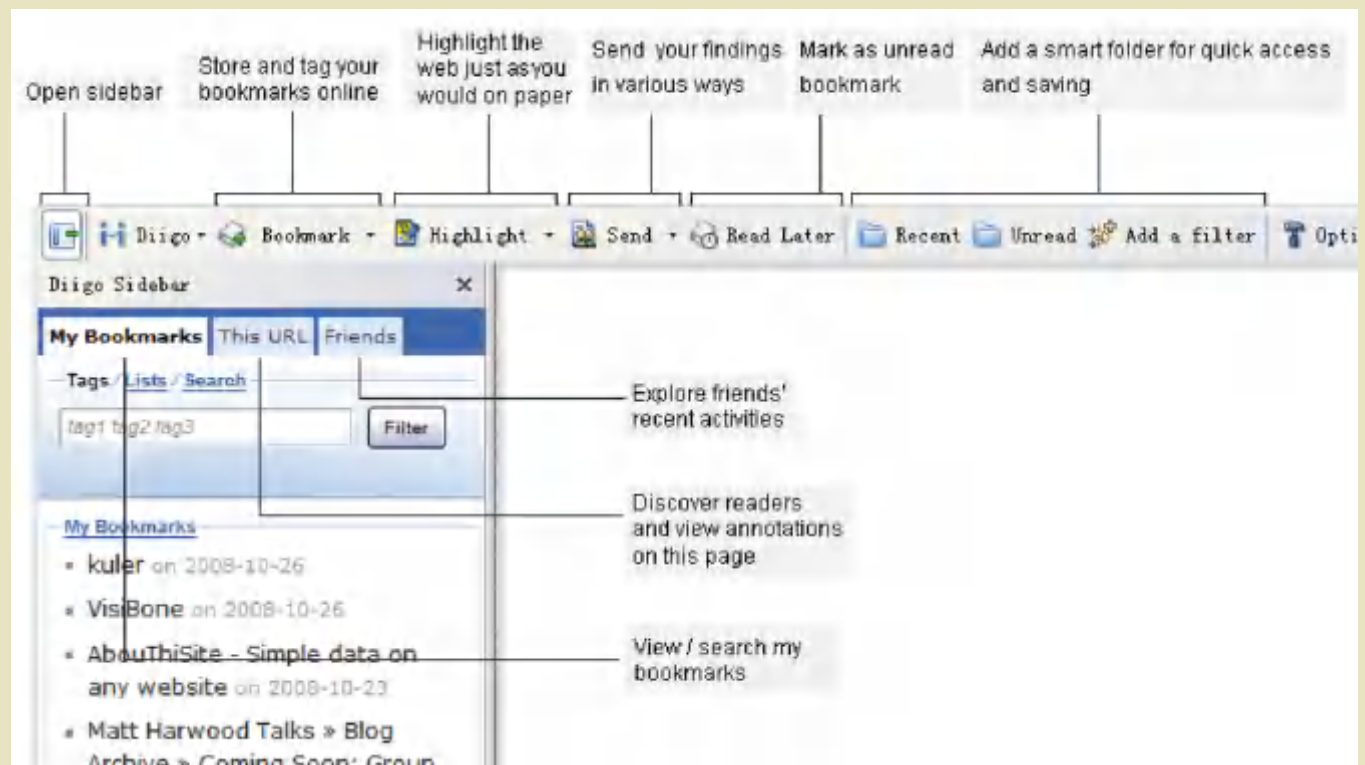
This product will help you with competitive intelligence as well, providing a list of businesses and locations for a given mile radius. You are given the option of sorting searches by location, businesses, user created content, mapped web pages, and real estate. All of this criteria can help a Sourcer pinpoint where to find talent. Of course, Google Maps can help you with directions as well.



DIIGO

Diigo is a very little known and used method for sourcing the web. A site called Delicious came onto the scene a few years back and is the most popular site for bookmarking currently. Does that make it the best to use? Not necessarily. Diigo is a very powerful research tool that takes it a step further than beyond just bookmarking, where you can think of the entire web as your own personal library. For Sourcers, Diigo can be thought of as a “backpack” where anytime you find a site, new lead, interesting article, or even candidate, can be tagged for later use. In addition, Diigo has a strong community, where Sourcers can make new connections and learn from other experts and users.

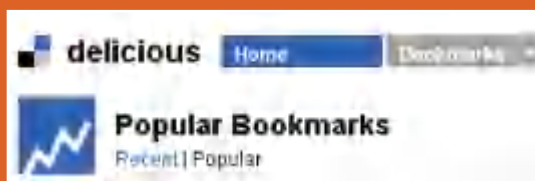
Diigo Tutorial



01 Download Toolbar

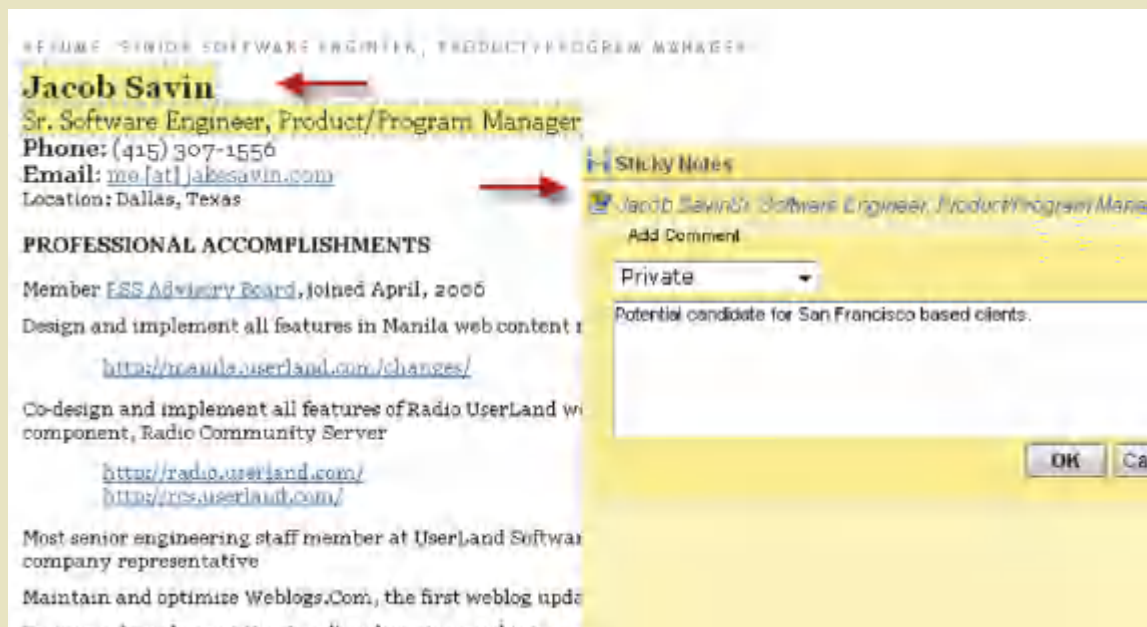
To start, you will need to download the Diigo toolbar and sign up for an account, all free.

Mini Tutorial: Follow The Leader



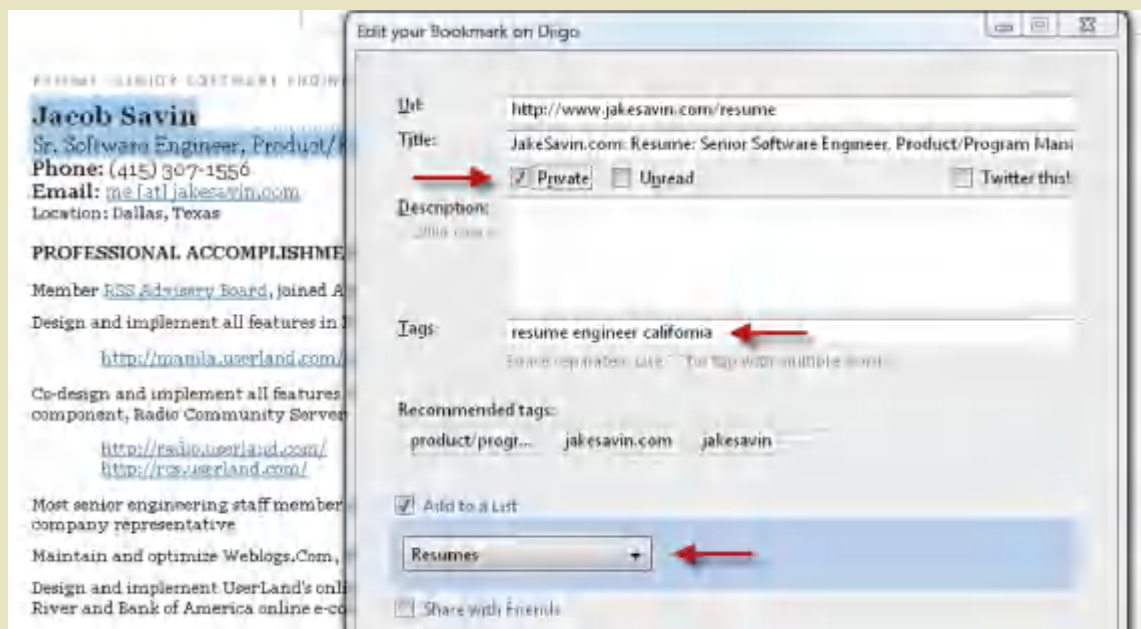
Inside each bookmarking site, there are sections of new bookmarks, popular bookmarks or top bookmarks, sites, tags and more. Explore and take a close look at the various sites mentioned, and “follow” people you perceive to be experts in their field or craft.

Sourcer Tools & Technologies



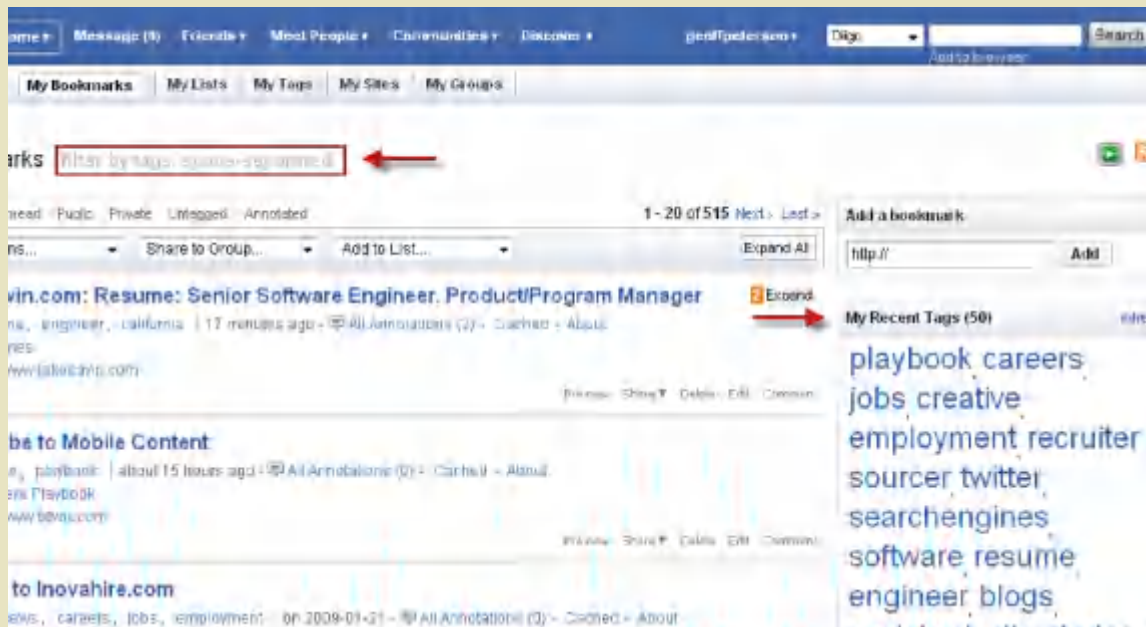
02 Highlight The Web

When surfing the web, if there is a site you want to save or a certain piece of a web page you want to refer to later, highlight and save it. Sticky notes are optional. Here is a resume from the web.



03 Tag It

To save, click on "bookmark" in the toolbar and then "bookmark this page." Edit the title, designate private if you don't want others in the Diigo community to see it, put in tags (key words) to reference later, and even start your own list to stay organized.



04 Bookmarks

All the bookmarks you create from the web are stored in Diigo under “My Bookmarks” and are easily accessible from a PC or phone. You can then search them by the tags (key words) you created.



05 Lists

For a Sourcer, a “list” inside Diigo can be thought of as a personal ATS (applicant tracking system) of resumes found out on the web.

Spotlight: Messaging Sites



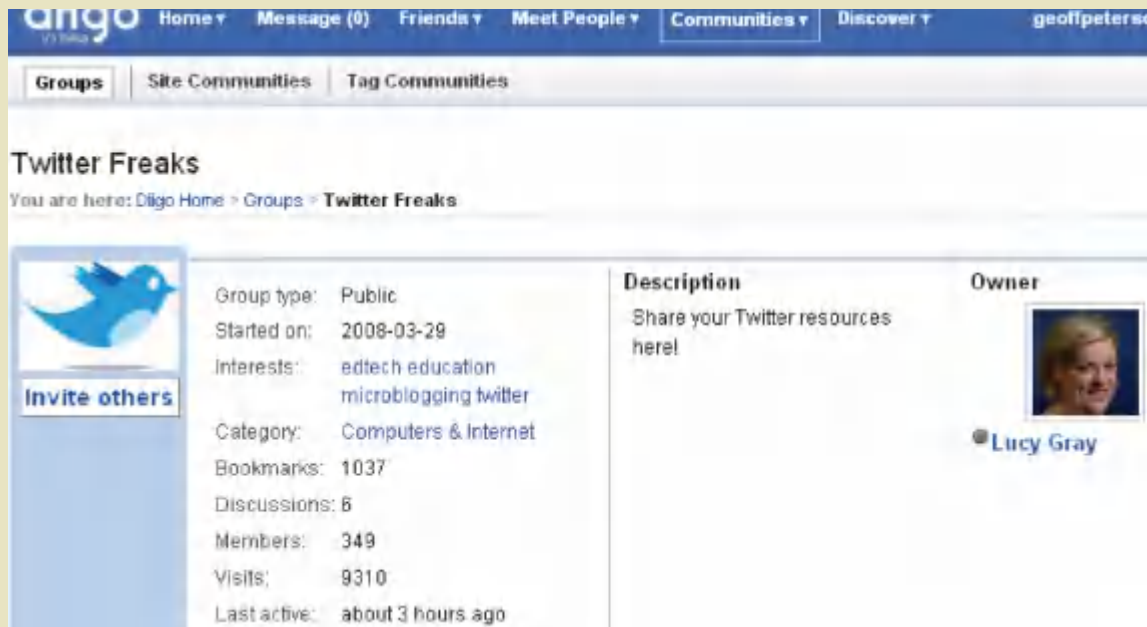
There are a number of sites set-up to help your team reach people outside of traditional means including...

Vumber:
(<http://www.vumber.com/>)

Slydial:
(<http://www.slydial.com/>)

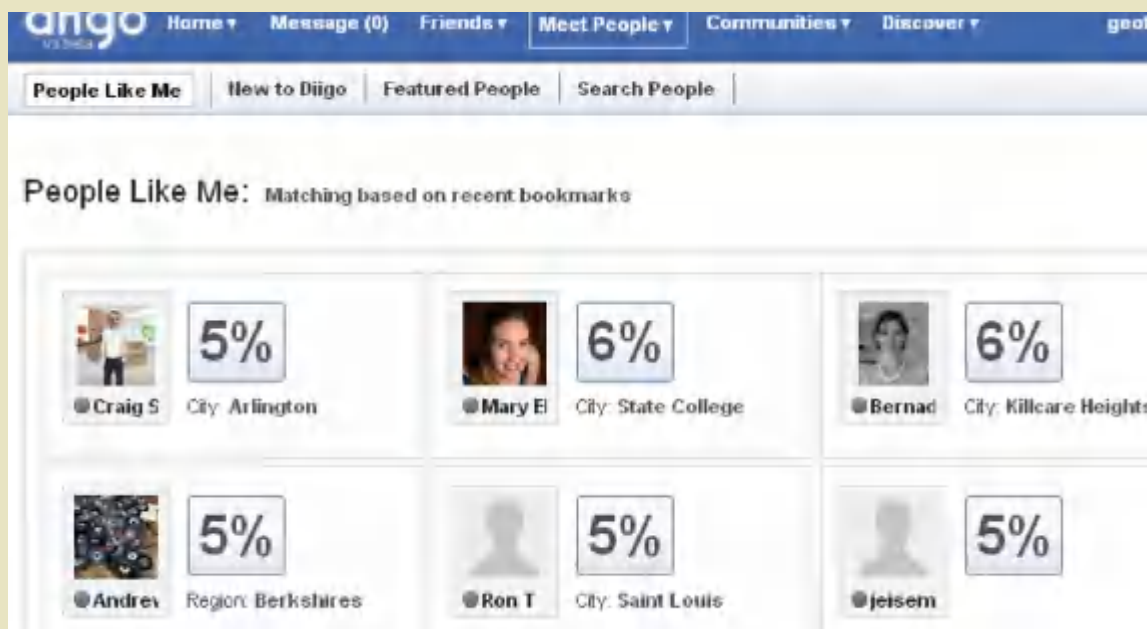
Joopz:
(<http://www.joopz.com/>)

3Jam:
(<http://www.3jam.com/>).



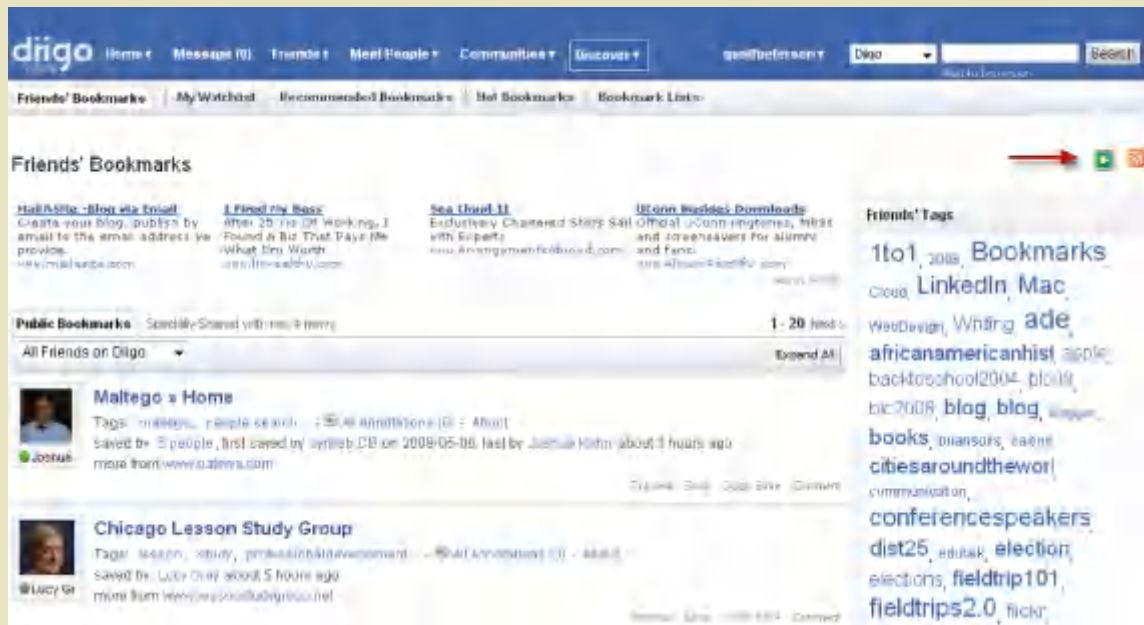
06 Join Groups

In groups, users can share bookmarks, connect with other users and open discussions in the forums.



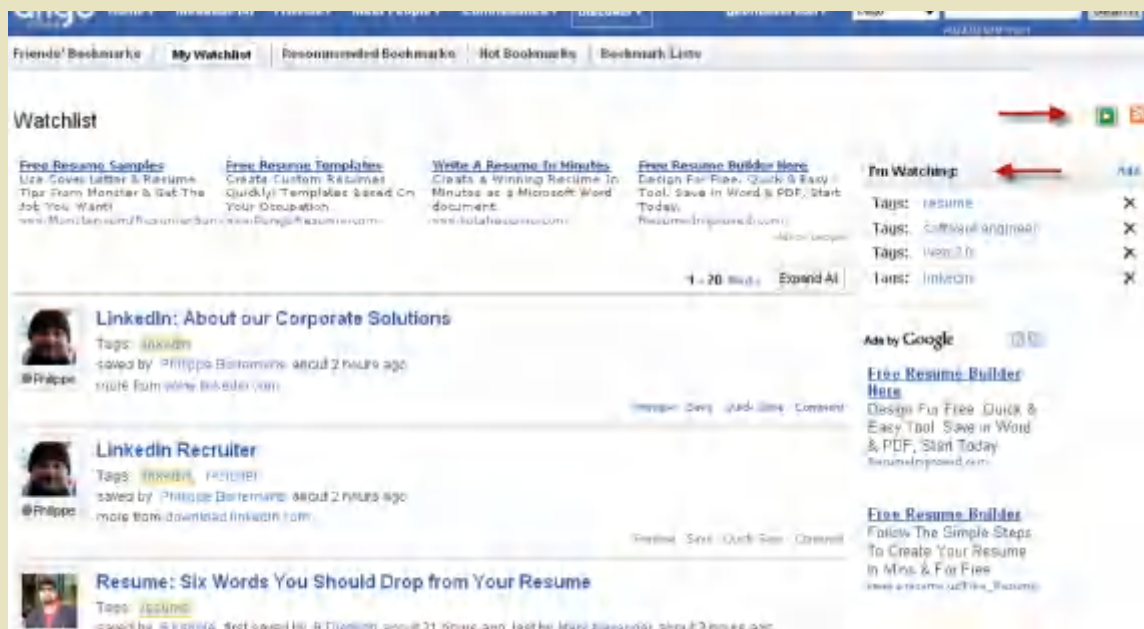
07 Make Connections

Diigo has its own social networking features, where you can meet people who have similar interests based on your bookmarks and tags, or search for people by name, tags and sites.



08 Friends' Bookmarks

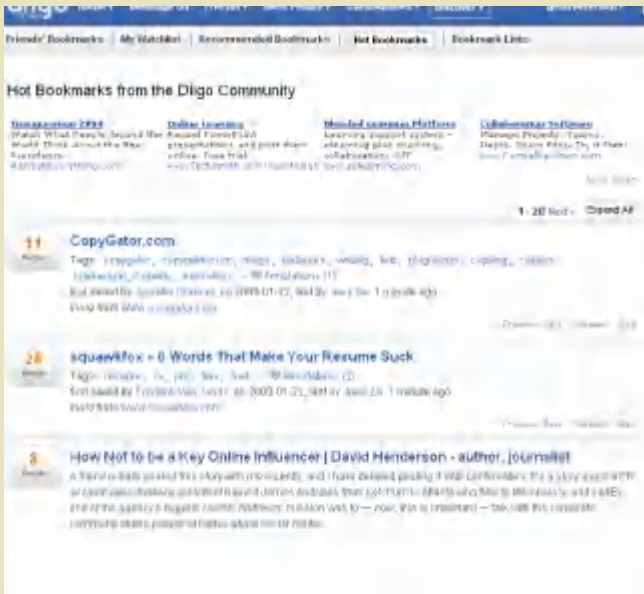
Watch what your connections are finding out on Diigo. You can visit there page on Diigo or subscribe to this as an RSS feed.



09 Watchlist

Tell Diigo to watch the entire community for certain bookmarks and tags, and they will be added to your "Watchlist." RSS is optional for this search as well.

Sourcer Tools & Technologies



10 Discover New Sites

One of the best features of Diigo is that you can discover what other people are finding or bookmarking, provided they don't mark them private. There is a wealth of information to dig through.



12 Diigo Search

Using the search box in Diigo will search across both your bookmarks and bookmarks from the rest of the community that are not designated private.



11 Import Bookmarks

If you're like most people, you have hundreds of bookmarks stuffed into your "favorites" menu in your web browser. Import them into Diigo, and get organized.

Mini Tutorial: PRWeb



Having trouble finding that elusive "purple squirrel," that hard to find candidate? Maybe your candidate is not in your ATS, connected to anyone in your networks, or can't be found online. Try issuing a press release. PRWeb makes it dead simple to put out a press release promoting your company and careers. PRWeb is cost-effective and issues its press releases to the major search engines and other popular destinations online.



Snapshot: Resume Finder Tools

Arguably, the most important piece to sourcing is finding resumes. There are a wide range of tools to help Sourcers perform searches, research and multiple tasks each day. Broadlook Technologies offers several great software products including Broadlook Diver, Broadlook Profiler, Broadlook Eclipse and Market Mapper.

eGrabber is another company that offers tools for finding resumes online and capturing data. Their software includes ResumeGrabber and ResumeFinder.

FIREFOX

Firefox is a web browser developed by a company called Mozilla. On the Mozilla web site, they pose the question: “Can a browser really make the web better?” The answer to that is, absolutely. If you currently run Microsoft Internet Explorer (currently dominating the market with roughly 70% of browsers), you need to give Firefox a try, as it has rich features, add-ons, extensions, plug-ins, and an abundance of tools. Firefox seems like another tool that is custom fit for Sourcers with its cutting-edge features, fast browsing speeds, security, productivity, and customization.

Firefox Tutorial: Getting Acquainted

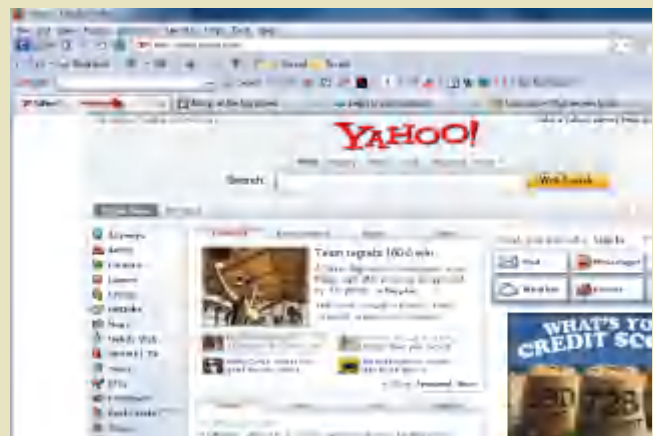


01 Download Firefox

If you haven't done so already, go to Mozilla's home page and download Firefox for free.

02 Firefox Add-Ons

Add-ons make using the web easier and give an upgrade to other sites you visit daily. This is the #1 reason you should be using Firefox.



03 Customizations

One of the great features you will notice right away is that you are in more control of your settings, toolbars, and appearance with the browser.

04 Piece of Mind

Sourcers tend to open a lot of sites at one time. This can hog your computer's memory, and sometimes cause it to crash. No worries. Firefox boots all the sites back up when you restart.



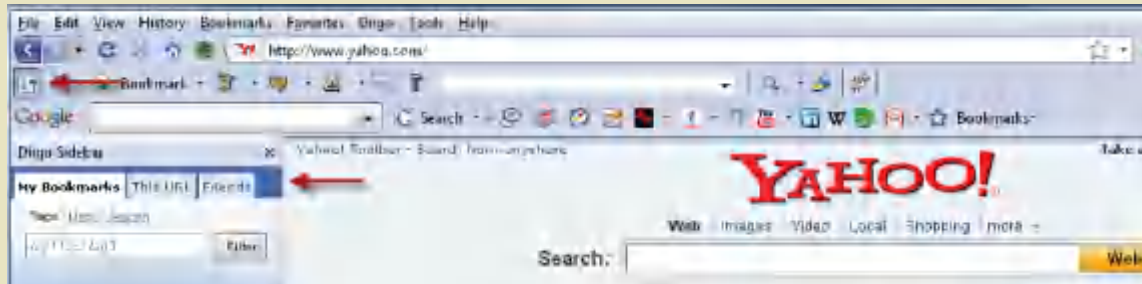
Snapshot: Google Alerts

Use Google Alerts to get search results delivered into your email inbox. When your search criteria is met, you get an email notifying you with a link to your results. Simple to set-up and simple to use. For this alert, we used the search string in the search terms box: "registered nurse" education worked designed (blog | blogs) (comments | rss | feed | archives | posted | tags | trackback) ~cv -jobs -send -submit -sample -you. Since this is a search in "blogs" we choose blogs in the type field. Choose how often you want Google to deliver results for you, and where you want the results sent by email.

The screenshot displays the Google Alerts (BETA) web interface. On the left, a 'Welcome to Google Alerts' message explains that alerts are email updates of relevant Google results. A red arrow points from this text to the 'Create a Google Alert' form on the right. The form includes fields for 'Search terms' (filled with 'registered nurse" educ'), 'Type' (set to 'Blogs'), 'How often' (set to 'once a day'), and 'Your email' (filled with 'rson@generallead.com'). A 'Create Alert' button is at the bottom of the form. Below the form, a sample email notification is shown, titled 'Google Web Alert for: intitle:resume C++ java -jobs (software.engineer | software.developer | programmer) atlanta'. The email body contains a link to a resume and a note that the alert is brought to the user by Google.

Here is search result delivered by email from Google Alerts matching a resume search string for: intitle:resume C++ java -jobs (software.engineer | software.developer | programmer) atlanta.

Firefox Tutorial: Browser “Must-Haves”



01 Diigo Toolbar

This toolbar allows you to bookmark the web (see Diigo Tutorial). Note there is a Diigo Sidebar that comes standard, and allows you to quickly peer into your bookmarks, pertinent information on the current site, and information from friends.



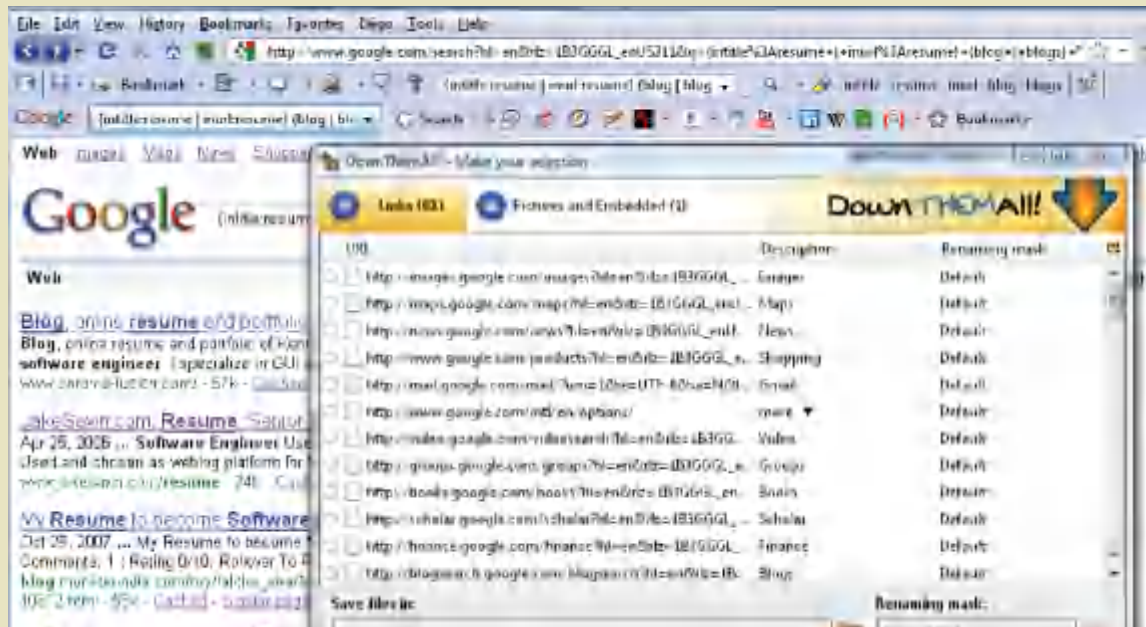
02 Google Toolbar

This is a very powerful tool for Sourcers. You can access Google from anywhere, look at a history of searches, bookmark your searches, and add-in “one-click” buttons to sites such as LinkedIn, Facebook, Wikipedia and other Google products.

Spotlight: More Bookmarking

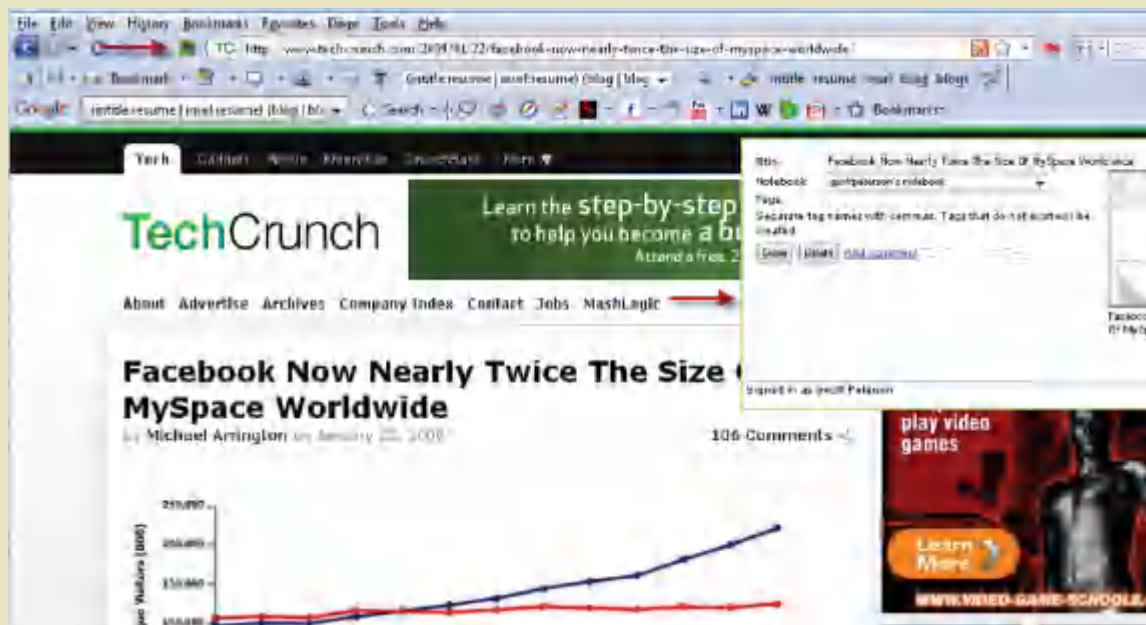


There are a number of other bookmarking sites to take advantage of including Delicious (<http://delicious.com/>), Furl (<http://www.furl.net/>), StumbleUpon (<http://www.stumbleupon.com/>), Twine (<http://www.twine.com/>) and Clipmarks (<http://www.clipmarks.com/>).



03 DownThemAll

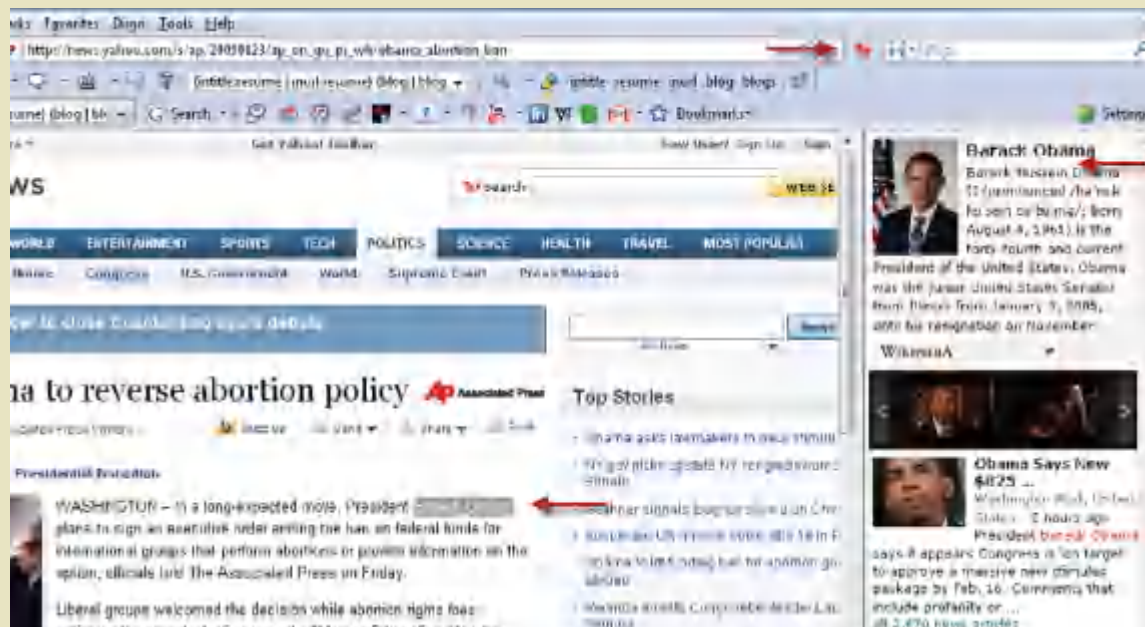
DownThemAll is a very useful add-on for Firefox. This allows you to grab all of the links and files from your searches. For example, if a Google search for resume yields 100 resumes, this add-on can quickly grab all 100 resumes and put them into a desktop folder.



04 Evernote

Get Evernote for your web browser as well (note the icon on the top left). Evernote allows you to capture information much like Diigo, but goes further to include image capture and searching capabilities.

Sourcer Tools & Technologies



05 Juice

Juice is another add-on that can be very helpful for sourcing the web. This add-on lets you lookup a word, a name, or phrase. Juice accesses sites like Wikipedia and YouTube, pulling back information in a sidebar. Great for locating candidates on networks around the web.



06 Other Add-Ons

Explore the “add-ons” section on the Mozilla website. There you will find other tools such as LinkedIn Companion, Power Twitter and Advanced Dork. There are add-ons for nearly every product or site a Sourcer may use, including Gmail, YouTube and more.



Snapshot: Free Resume Sites

A very effective strategy for finding active talent to fill your current positions, and for stockpiling passive talent, is to take notice of free resume sites. These sites include: VisualCV, eMurse, Scribd, Docstoc, ResumeBucket, ResumeZapper, EmailMyResume, ResumeXposure, Resume Arrow, Internet Career Connection, ResumeBlaster, ExecutiveTrumpet, and ResumeDeliver.



There are many ways to get resumes from these sites, including visiting the sites individually, signing up for email subscriptions, running searches online with the major search engines, and getting set-up with RSS feeds. From there, you will receive a huge windfall of job seekers and resumes to work with. A conservative estimate of a few hundred resumes delivered per day is not out of the question using these sites.

SCRIBD

Scribd is a launched in 2007 for writers to publish, store and share their work with the world. It has gained immense popularity in its short time on the web, now ranking #256 on Alexa among the most trafficked sites in the world. Scribd is a goldmine for Sourcers, as there are many ways to find resumes, discover experts in certain fields, and become active within their social community and groups. Currently, Scribd has over 50 million readers every month, and over 50,000 new documents are uploaded every day.

Scribd Tutorial



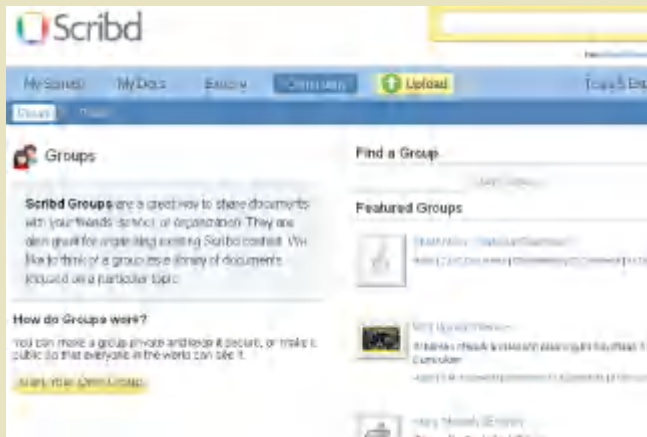
01 Find Resumes

Find resumes stored in Scribd and made available to the public searching by key words, including resume, curriculum vitae, vitae, and try profile as well.



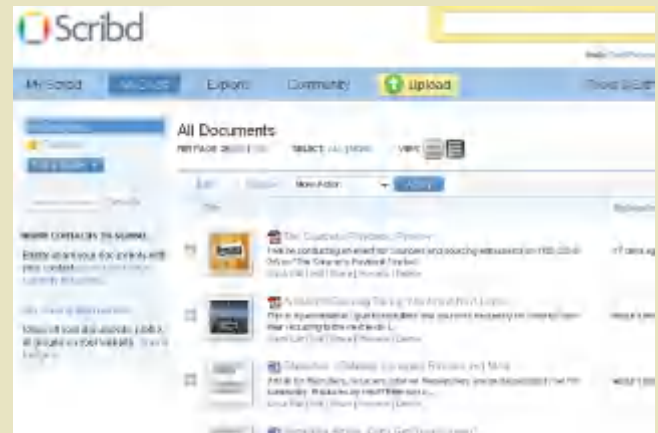
02 Find Experts

Find people specializing in a certain field by looking up key words and phrases. You will discover users posting documents containing those interests. Scribd has messaging to reach users from there.



03 Get Social

Scribd has a community filled with groups from a wide range of topics. Inside these groups, users can share documents, start discussions and connect with people one-on-one.



04 Create Inbound Links

Post up articles, presentations, eBooks and information about your company on Scribd. Tag it with as many key words you can come up with. Give links to your company and career pages.

Spotlight: Wikipedia



Sourcers have a very versatile tool to use every day in Wikipedia (<http://www.wikipedia.org/>). Wikipedia is a self-described “free dictionary,” but is so much more. Sourcers can use this site for competitive intelligence such as researching terms, companies and people, in addition to discovering new potential candidates.

Mini Tutorial: Docstoc



Much like Scribd, the same rules apply to Docstoc, a site for sharing and storing documents. Docstoc has resumes available to the public, a community called “Docsters” where you can connect with potential candidates, and many articles, eBooks and whitepapers written by people you can reach out to.

Mini Tutorial: Slideshare



Another site similar to both Scribd and Docstoc is Slideshare. Slideshare revolves around PowerPoint presentations. The site gives you the ability to upload personal and company presentations which create traffic and buzz for you. In addition, Slideshare has a community for joining groups, sharing events, and discovering new people. And yes, you can even find resumes out here in PowerPoint format.



Snapshot: Job Aggregators

Get your jobs out on the web! Sites such as Indeed and Simply Hired help your open positions on your company career sites get more exposure and traffic online. These sites are “job search engines” catering to jobs only, and are free for companies to use and set-up.

The screenshot shows the Indeed website interface. At the top, there's a navigation bar with links for 'jobs', 'salaries', 'trends', and 'forums'. Below this is a search bar with the text 'Contract Recruiter' and a 'Find Jobs' button. To the right of the search bar, there are links for 'Advanced Job Search' and 'Premium User'. Below the search bar, there's a section for 'Contract Recruiter jobs'. On the left side, there are filters for 'Salary Estimate' (ranging from \$30,000+ to \$110,000+), 'Title', 'Company', 'Location', 'Job Type', and 'Employer Recruiter'. On the right side, there are job listings for 'IT Technical Recruiter - IT Recruiter' and 'IT Sourcing/Junior Recruiter - Junior Recruiter', both from Enterprise Solutions, Inc. The bottom of the page shows a link for 'IT Recruiter Contract with top notch company!' and a note about applying online.

Taking it a step further are sites such as Jobs2Web and Optijob. Much like Google AdWords helped to create an online campaign based on key words, these two sites can help your company get top page rankings on the major search engines such as Google.

The screenshot shows the jobs2web website. At the top, there's a navigation bar with links for 'What We Do', 'Who We Are', 'Solutions', 'Clients & Partners', and 'Resources'. Below this is a headline: 'Candidates have changed how they search for job'. The main content area features a timeline with three stages: 1990 - Print (Classified Print Ads), 2000 - Internet (Job Boards), and 2010 - Web 3.0 (Search Engines, Social Networks, Job Aggregators). The timeline is illustrated with images of a newspaper, a computer monitor, and a laptop. At the bottom, there's a call to action: 'Maximize Your Interactive Recruiting Strategy' and a link for 'Free Web'.



Snapshot: Classifieds

craigslist	us cities	united states		canada	asia	europa	intl cities
help pages	atlanta	alabama	missouri	alberta	bangladesh	austria	amsterdam
	austin	alaska	montana	brit columbia	china	belgium	athens
login	boston	arizona	nebraska	manitoba	india	czech repub	bangalore
factsheet	chicago	arkansas	nevada	n brunswick	indonesia	denmark	bangkok
	dallas	california	n hampshire	newf & lab	israel	finland	beijing
avoid scams	denver	colorado	new jersey	nova scotia	japan	france	barcelona
your safety	detroit	connecticut	new mexico	ontario	korea	germany	berlin
	honorulu	delaware	new york	pei	lebanon	great britain	buenos aires
best-ofs	houston	dc	n carolina	quebec	malaysia	greece	delhi
	las vegas	florida	north dakota	saskatchwn	pakistan	hungary	dublin
blog	los angeles	georgia	ohio	ca cities	philippines	ireland	hong kong

Another tried and true technique for Sourcers is to hit the classifieds online. With Craigslist (<http://www.craigslist.org/>) being the popular destination, Sourcers can raid the free resumes posted online, as well as post up open positions either for free or a nominal fee. Other sites include Kijiji (<http://www.kijiji.com/>), Oodle (<http://www.oodle.com/>) and Local (<http://www.local.com/>).

MATCHING SITES

Matching sites help job seekers get matched to recruiters. Job seekers can sign-up on these types of sites knowing that they can keep their resumes completely confidential to companies unless they are otherwise interested in an opportunity or sprung to action. Because job seekers on these sites don't have their resumes or profiles available to the public, and are not easily accessible, they are considered passive talent. Even though some of these job seekers may be active, most are really seeking the "right" opportunity before even considering a move. Nevertheless, these sites have talent we want.

Matching Sites Overview



01 Jobfox

Jobfox is an automated matching and introductions site. Jobfox claims incredible growth and use for its site, where employers can find candidate matches based on their matching technology.



02 Realmatch

Realmatch aims to make a better connection for employers and job seekers. Employers can post positions for free, run searches and find pre-qualified candidates, and pay to connect to who they like.



03 Climber

Climber describes itself as a "passive social recruiting system." Employers can set-up targeted sites, use video, and post positions to target candidates in their database.

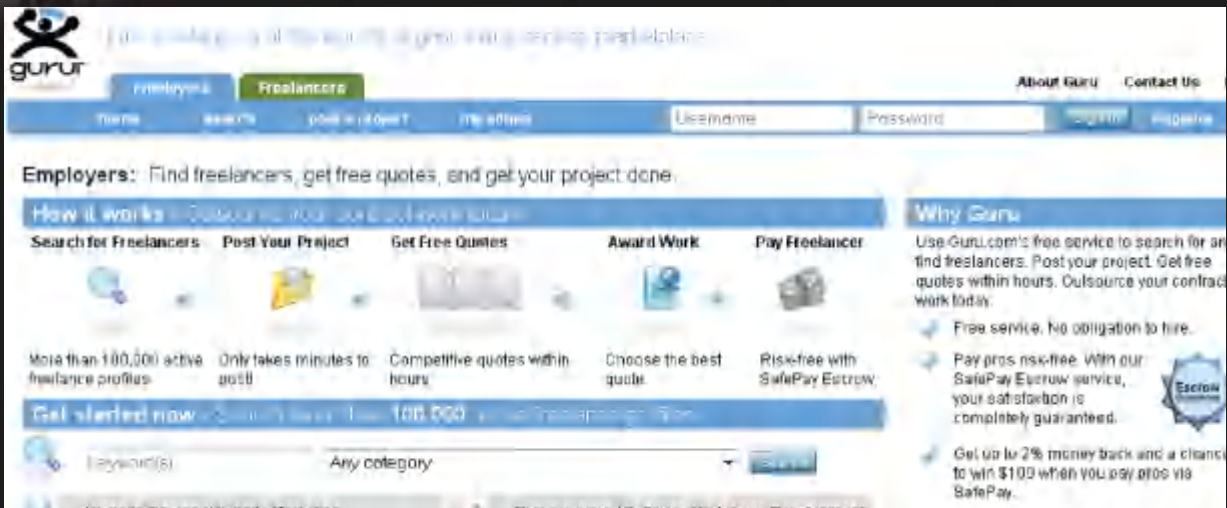


04 QuietAgent

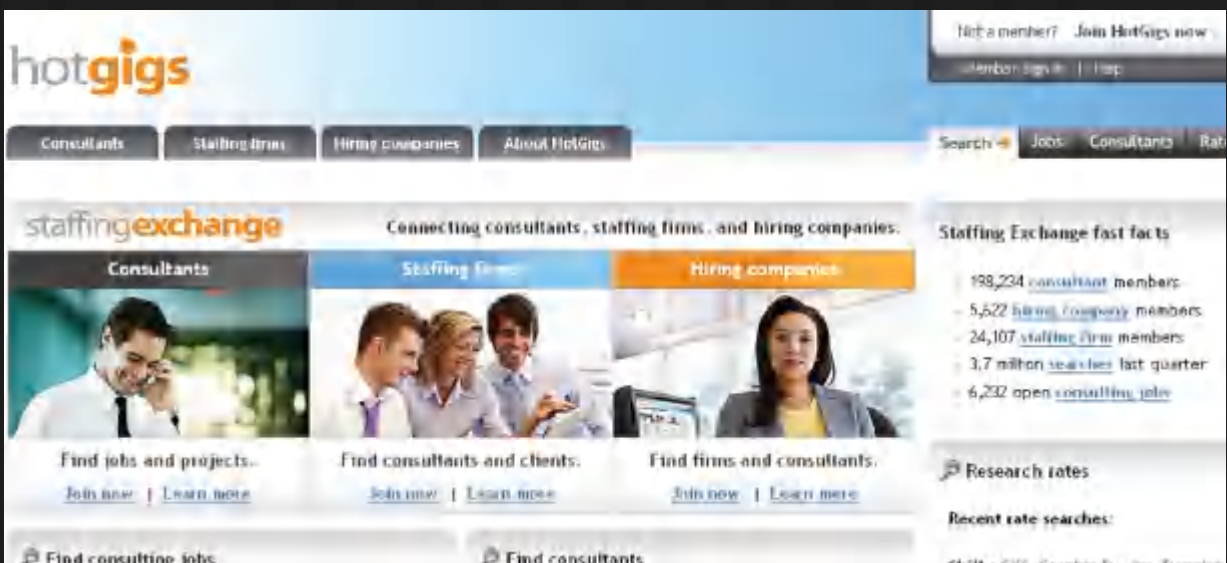
This site gets good marks from well known names in the staffing community, including Kevin Wheeler. Employers sign-up for free, run searches and only "pay" when job seekers become "engaged."



Snapshot: Third Party Sites



BountyJobs, Guru, Sologig and Hotgigs are four sites to consider as you work with top talent today. BountyJobs acts as a marketplace for your candidates, letting you work with multiple clients at a time, and giving your candidates more opportunities to choose from. Guru, Sologig and Hotgigs are three sites loaded with top freelance and 1099 talent in the marketplace. If you need an expert for a short-term assignment, check out these three sites to fill the gap. Each have well-run models for working with employers.



EMAIL TECHNOLOGY

Email can be a very important strategy for any Sourcer as they find and attract active and passive talent. Good candidates get bombarded with calls from people in recruiting all the time, so it's important to stand out and use a fresh approach. There are several ways to do this, including the use of video and audio in your emails, better and more descriptive templates, and by making email its own "social and business network."

Email Technology: Around The Horn



01 Accelstream

Accelstream allows your email messages to really take off. With this service, you can send emails to potential candidates with tailored video messages just for them.



02 Emma

Emma is a web-based service for creating solid email campaigns. Emma has templates you can use to create newsletters, announcements and more. Great way to get your email to stand out.



03 Eyejet

An alternative to Accelstream, Eyejet lets you create video messages with a camera or webcam to send out by email. You can then track their effectiveness.



04 Xobni

If you use Outlook email, Xobni helps you manage it more effectively. Xobni acts as a sidebar, indexing every piece of email, and laying out statistics for you. Searching your inbox has never been easier.



Snapshot: Podcasting

A creative way to reach out to job seekers and potential candidates is through the use of podcasting. With the rise in popularity of MP3 players over the past several years, specifically with the iPod, users are not only listening to music, but are also watching and listening to podcasts. Podcasts are shows created around any topic, or in this case, an advertisement for career opportunities. JobsinPods helps sourcers and recruiters get podcasts out to several channels on the Internet, and give companies the ability to tap into a new pool of candidates daily.



CHAPTER 5

Social Media

More To Explore.

Social Media is described as “tools for sharing and discussing information” and also “activities that integrate technology, telecommunications and social interaction.” This can include words, pictures, video, audio and much more. There are many different perspectives being shared online today on every topic and interest imaginable. Rounding out “The Sourcer’s Playbook,” we present a number of key destinations Sourcers should explore further.

BEST OF SOCIAL MEDIA

The final chapter of this book explores a number of lists, posts, clippings, bookmarks, sites and articles that Sourcers need to visit. This section further explores Search Engines, Social & Business Networks, The Blogosphere, and Sourcer Tools and Technologies. The key here is to learn and absorb the information provided in each site, post or article. Each link mentioned adds more horsepower to earlier tips, tricks and tutorials for sourcing talent directly and indirectly.

Key Destinations

01 Job Board And Recruiting Technology Directory

http://www.airsdirectory.com/mc/training_forms_jobboard.guid

Career Site	Resumes	Cost	Industry	Location	Discount
tJobs Canada	No	Paid	*All	North America - Canada	No
SalesTrans.com	Yes	Paid	Sales/Marketing	United States	No
1000 Islands Help Wanted.com	Yes	Paid	*All	US - New York	No
1800drivers.com	Yes	Paid	Logistics/Transportation	United States	No
4jobs.com	Yes	Paid	*All	United States	Yes
AllMidwestJobs.com	Yes	Paid	*All	United States	Yes
4nursingjobs.com	Yes	Paid	Healthcare/Nursing	United States	No

02 Recruiters Network

<http://www.recruitersnetwork.com/careersites/results.cfm>



03 101 Ways To Monetize Your Blog

<http://www.insidecrm.com/features/101-ways-monetize-blog122007/>



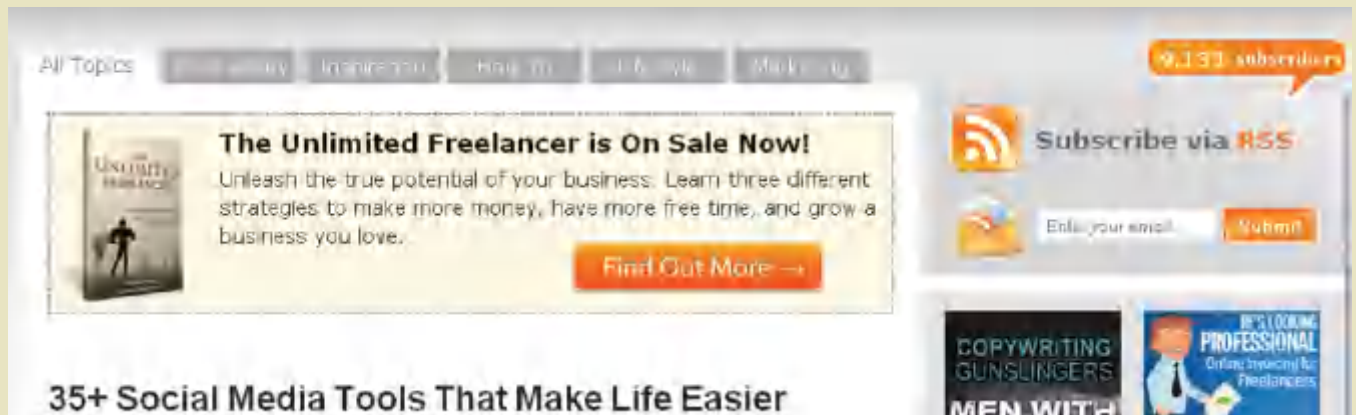
04 Top 100 Tools For Learning

<http://c4lpt.co.uk/recommended/top100.html>



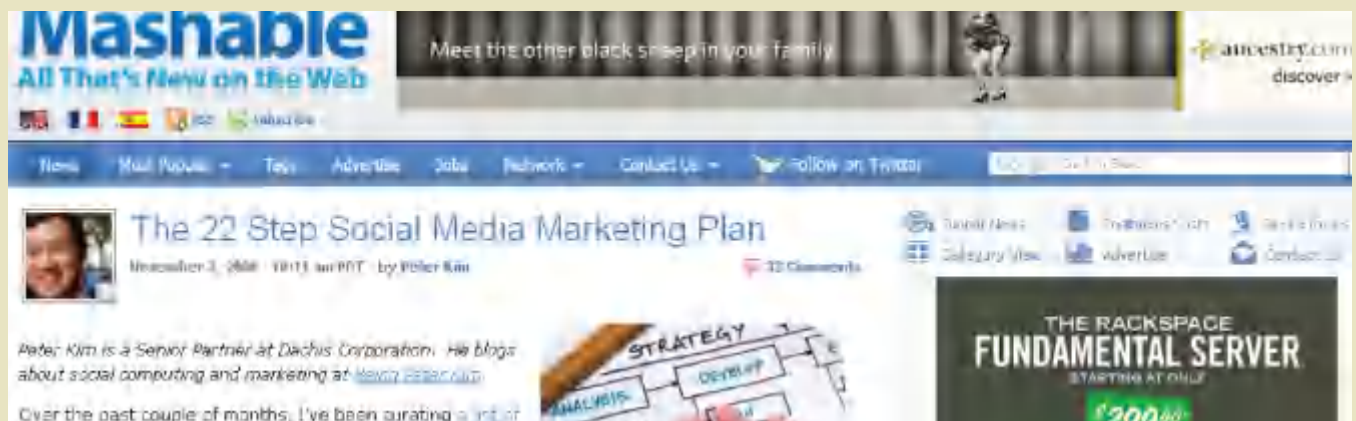
05 21 Amazing Free Websites To Locate ANYONE

<http://www.howtofindapersontoday.com/21-amazing-free-websites-to-locate-anyone>



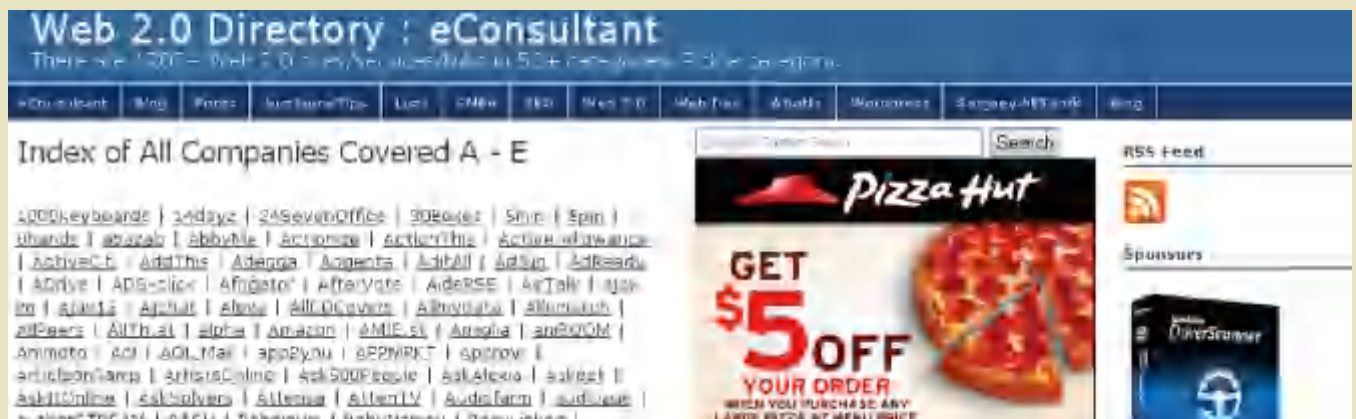
06 35+ Social Media Tools That Make Life Easier

<http://freelancefolder.com/35-social-media-tools-make-life-easier/>



07 The 22 Step Social Media Marketing Plan

<http://mashable.com/2008/11/07/social-media-marketing-plan>



08 Web 2.0 Directory

<http://web2.econsultant.com/index-of-all-companies-covered.html>



09 How To Use Twitter As A Twool

<http://blog.guykawasaki.com/2008/12/how-to-use-twit.html>



10 Free Software We're Most Thankful For

<http://lifehacker.com/5098944/free-software-were-most-thankful-for>



11 Marketing Measurement Tools

<http://thewayoftheweb.net/marketing-measurement-tools/>

Centre for Learning & Performance Technologies
Knowledge, Skills and Tools for the Learning Future

DIRECTORY OF LEARNING TOOLS
Team, Group, Collaboration & Sharing Tools

These tools are shared by teams or other groups in order to share files and collaborate for project management, or other work or learning purposes. See also [social networking tools](#) and [content management systems](#).

Key to Availability
Email, C = add code to web page; D = download, H = hosted service, OS = Open source, F = free (just)

Top Collaboration Tools
These are the collaboration tools that appear in the [Top 100 Tools for Learning](#) as voted for by learning professionals worldwide.

Tool	Summary	Available
Basecamp	Manage and track projects	Free, H

NEWS
JAMES PICK OF THE DAY

u2l
Free, easy online course authoring at www.u2l.com

MOODLE LMS
Free demo
Free Setup
Unlimited users

12 Directory Of Learning Tools

<http://www.c4lpt.co.uk/Directory/Tools/group.html>

social|median News Networks Topics Stories People

Email or Username Password Login Sign Up
Forgot your password?

Kevin Rose: 10 Ways To Increase Your Twitter Followers By Thomaspower

27 Clips
Clip B

Add News Flash

User-submitted headlines for this story

Source: [TechCrunch](#) 10 hours ago

Summary

Stats

Mood

100% Like [katharaskes](#)

0% Dislike

27 Clips

13 10 Ways To Increase Your Twitter Followers

<http://www.socialmedian.com/story/2694642/kevin-rose-10-ways-to-increase-your-twitter-followers>

Linked Intelligence
The unofficial source for all things LinkedIn™

100+ Smart Ways to Use LinkedIn

The resource is intended for people who...

- are new to LinkedIn and wondering how to use it to help you in your business and career
- have been using LinkedIn a while but still like you haven't really been accomplishing anything with it
- are trying to persuade their friends to join LinkedIn and want to communicate the value proposition
- think there's no real value in LinkedIn and those who want to rebuff them

No matter how much I know about using LinkedIn, 10 million users (or some subset thereof) are collectively going to know a whole lot more about it than I do. In May 2007, I kicked off a crowd writing project called "Smart Ways to Use LinkedIn". What follows are the results of that project, plus some writings of my own, plus various blog posts and a couple of articles that fit the intent of this collection. It is a dynamic, growing collection, so if you have anything you would like to

Recommended Reading

I'M ON LINKEDIN Now What???
JASON ALBA
Entrepreneur, The Guy

14 100+ Smart Ways To Use LinkedIn

<http://www.linkedintelligence.com/smart-ways-to-use-linkedin/>



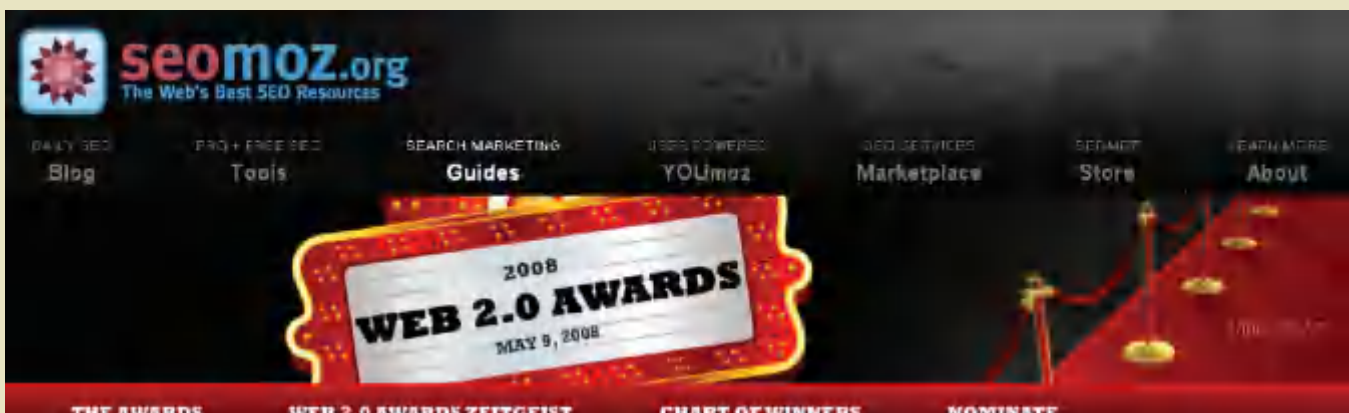
15 150+ Online Video Tools And Resources

<http://mashable.com/2007/06/27/video-toolbox>



16 55 Essential Articles Every Blogger Should Read

<http://www.matthuggins.com/55-essential-articles-every-serious-blogger-should-read/>



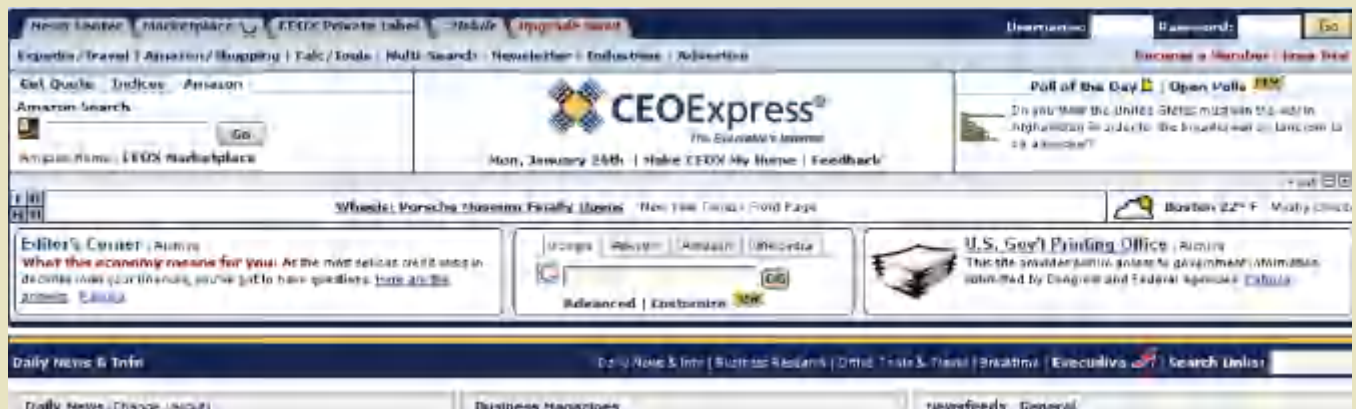
17 SEO Web 2.0 Awards

<http://www.seomoz.org/web2.0/short>



18 Top 10 Alternative Search Engines Of 2008

http://www.readwriteweb.com/archives/top_10_alternative_search_engi.php



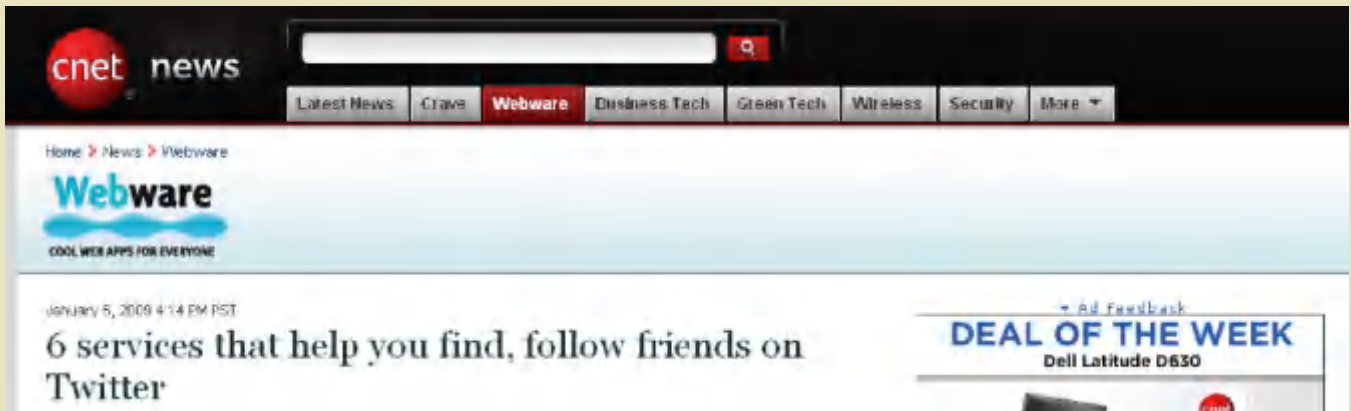
19 CEOExpress Business Portal For Executives

<http://www.ceoexpress.com/default.asp>



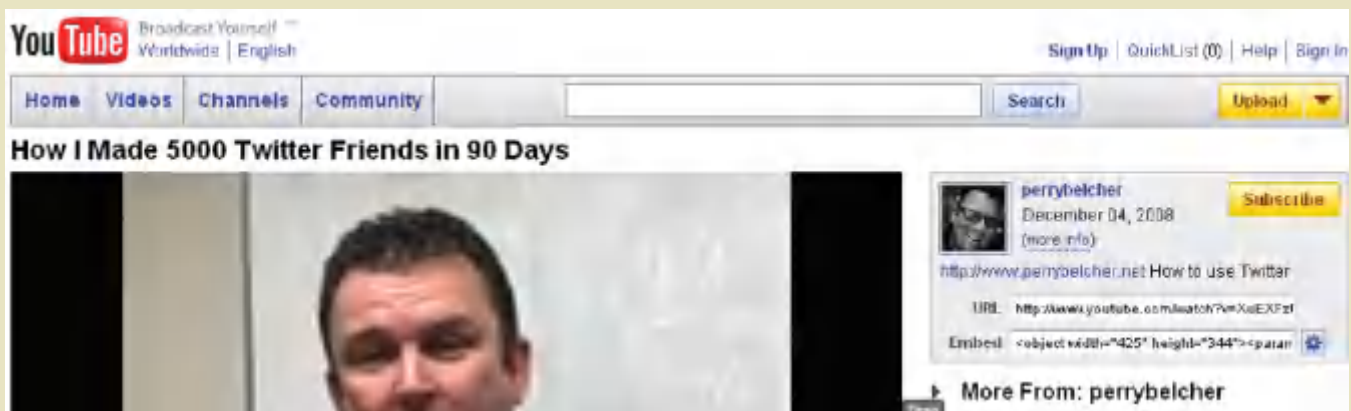
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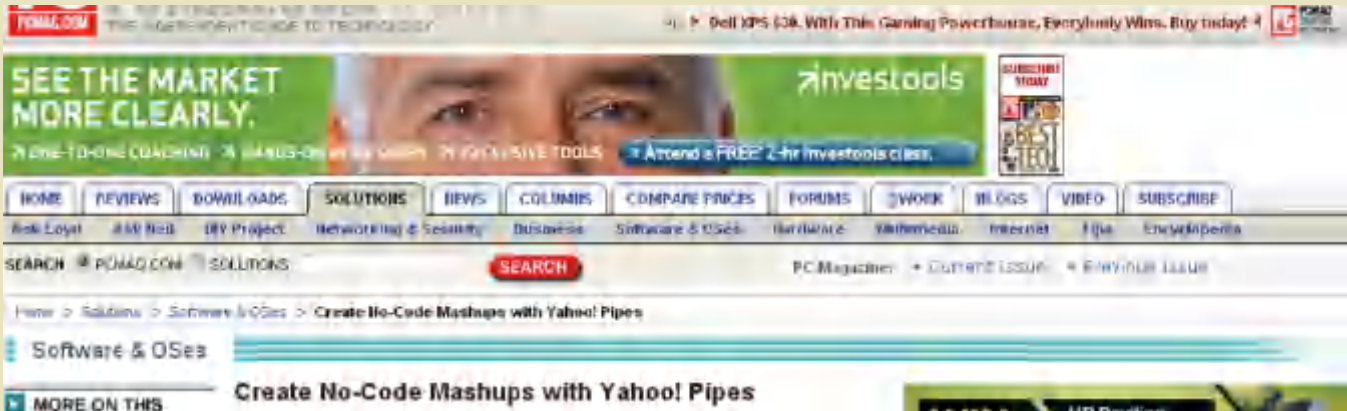
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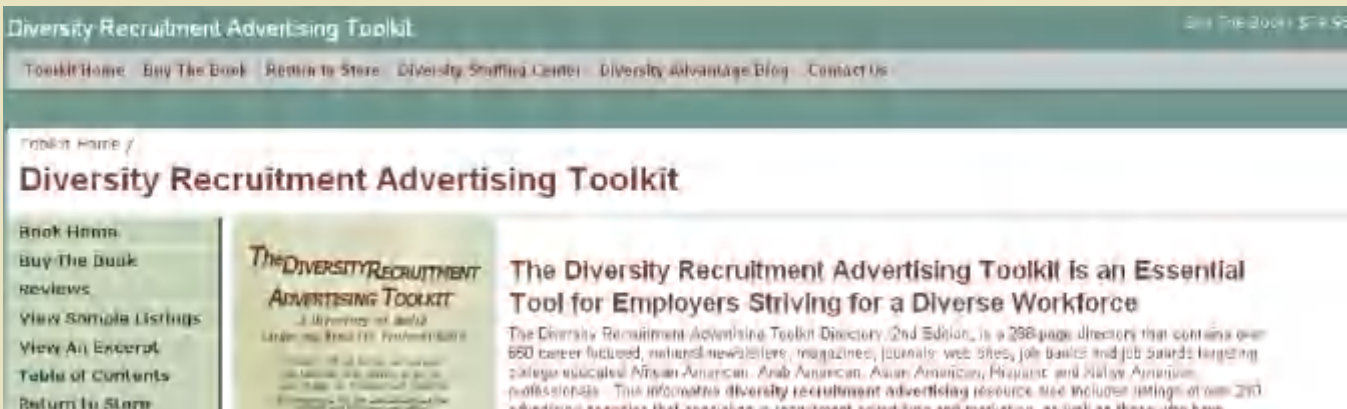
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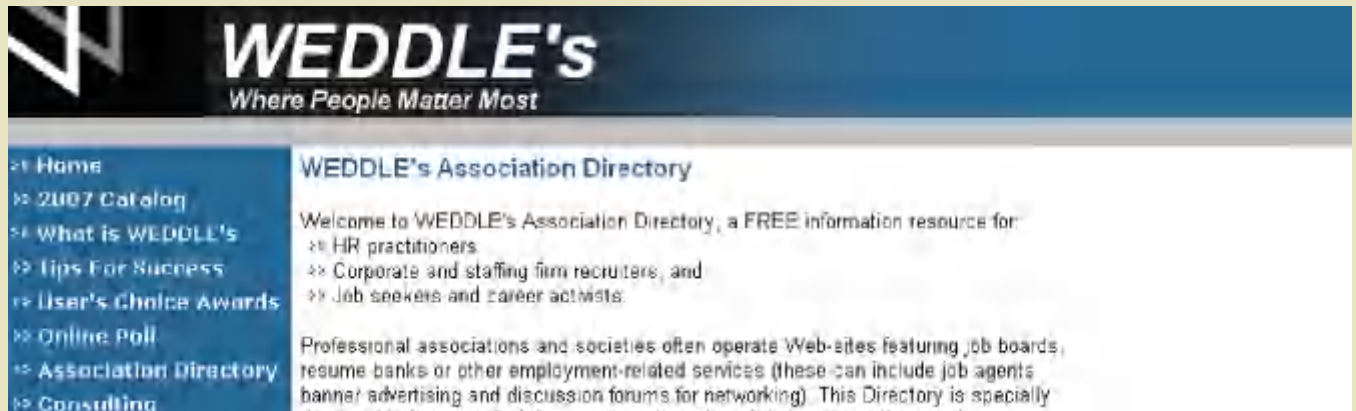
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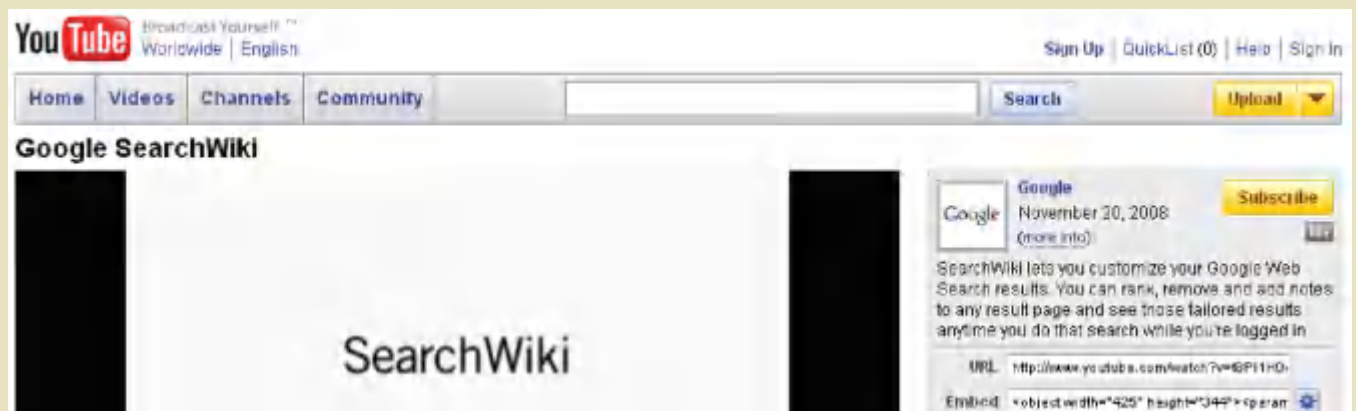
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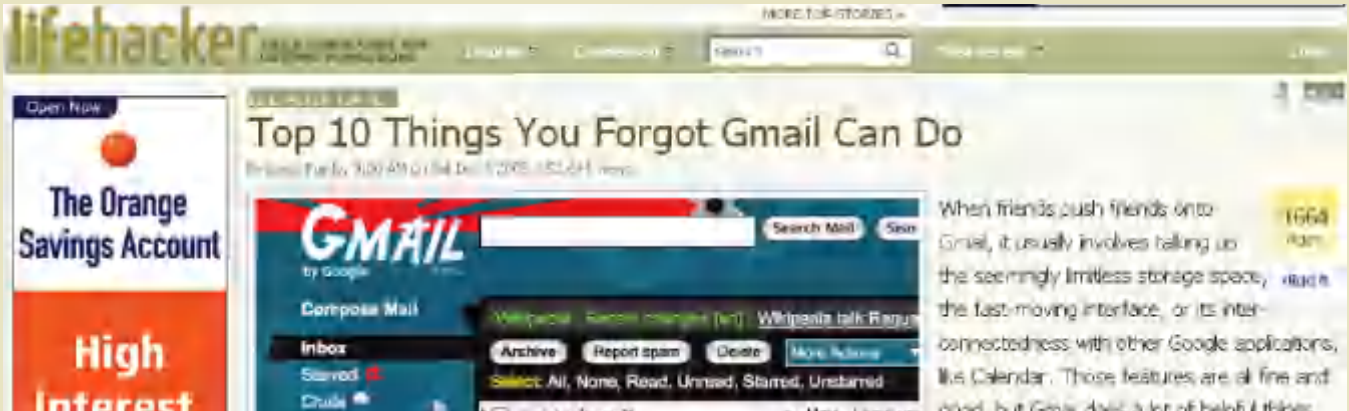
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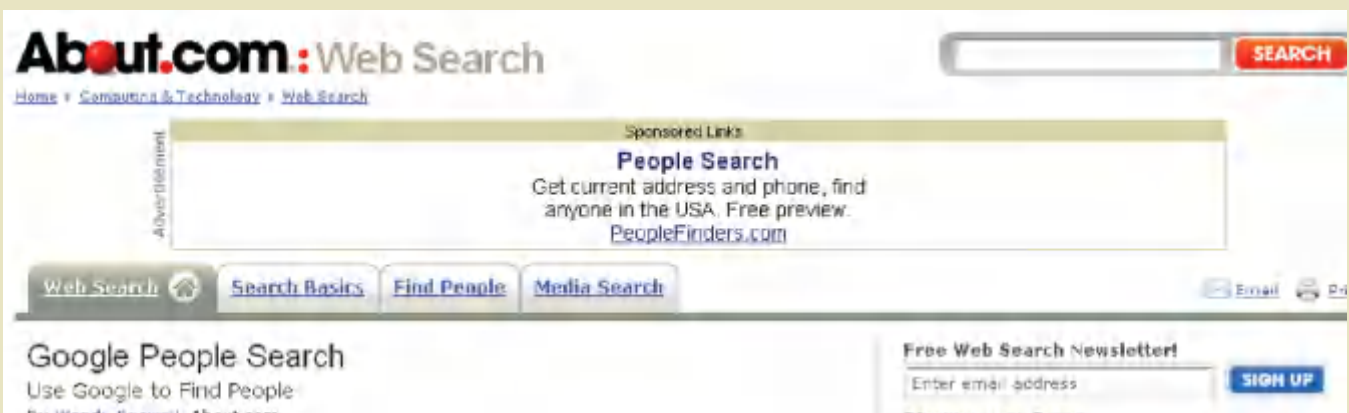
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15 Twitterly Things For Your Holiday Enjoyment

Dec. 25th, 2006 by Jimmy Bugatti

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Today's article is a little gift for all of you Tweepers (Twitter users) out there. This is the most diverse list of new Twitter apps, sites, services, and fun activities that I could find. I thought about trying to be in the 12 Days of Christmas, but I had 15 things. What can ya do?

36 15 Twitterly Things

<http://www.makeuseof.com/tag/15-twitterly-things-for-your-holiday-enjoyment/>



TWINGLY **Top 100**
The most popular blogs written in All languages

Top 100 – All languages

There are a lot of blogs all around the world, some of them are a bit bigger than others. We thought it would be nice to see which blogs belong to the top segment in different languages. Please be aware that the list shows the blogosphere from Twingly's point of view. Feedback on Twingly Top 100 [is very welcome](#).

Choose a language below to get a language specific top list.

37 Twingly's Top 100 Blogs

<http://www.twingly.com/top100>



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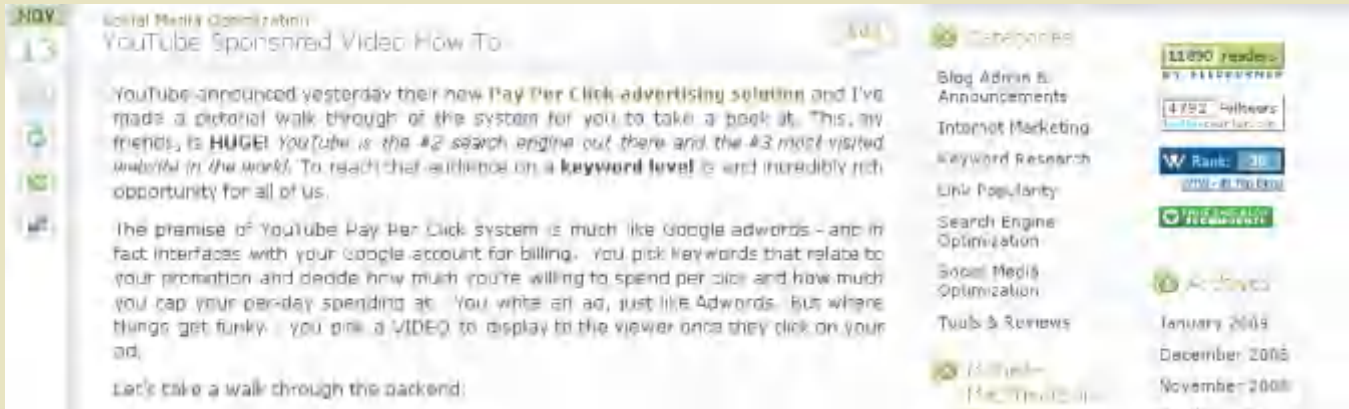
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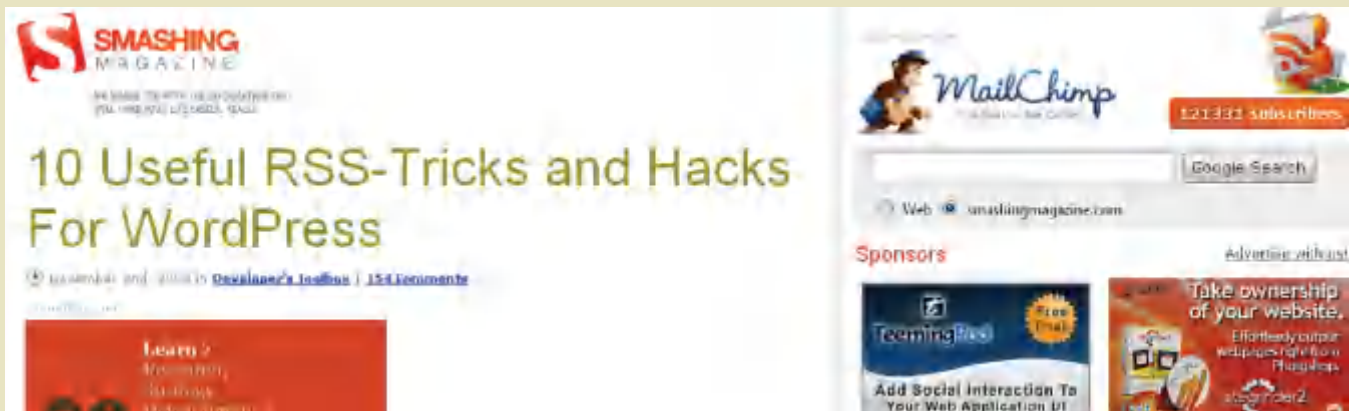
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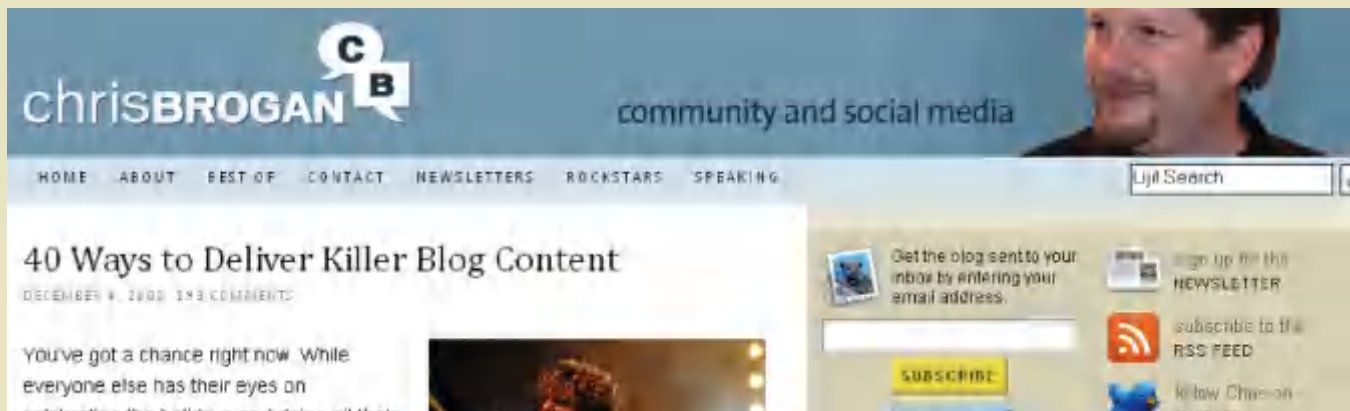
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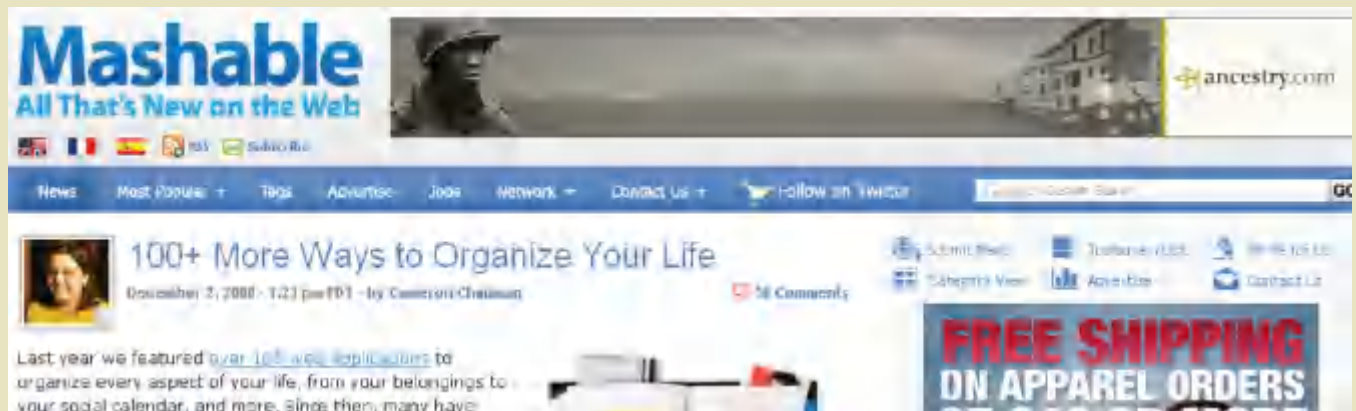
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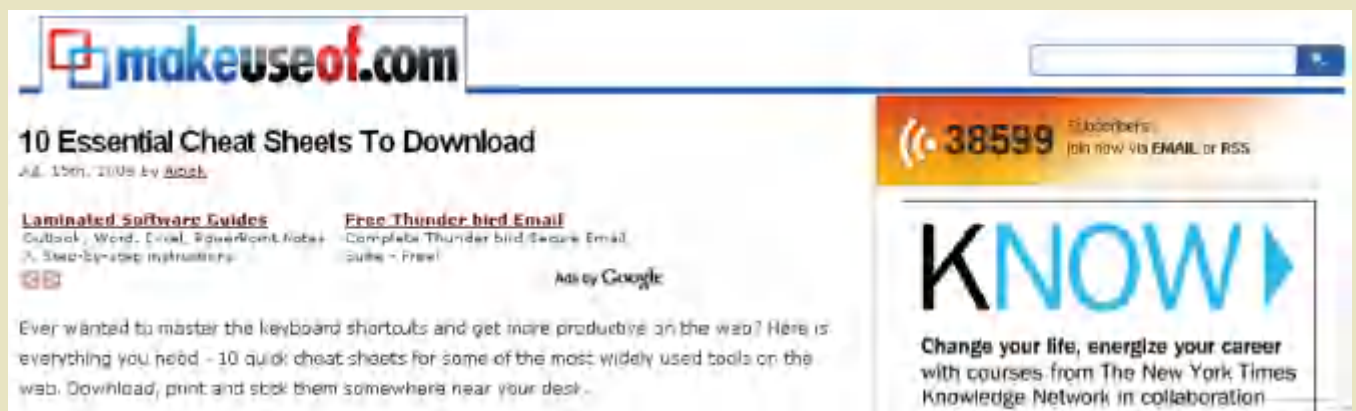
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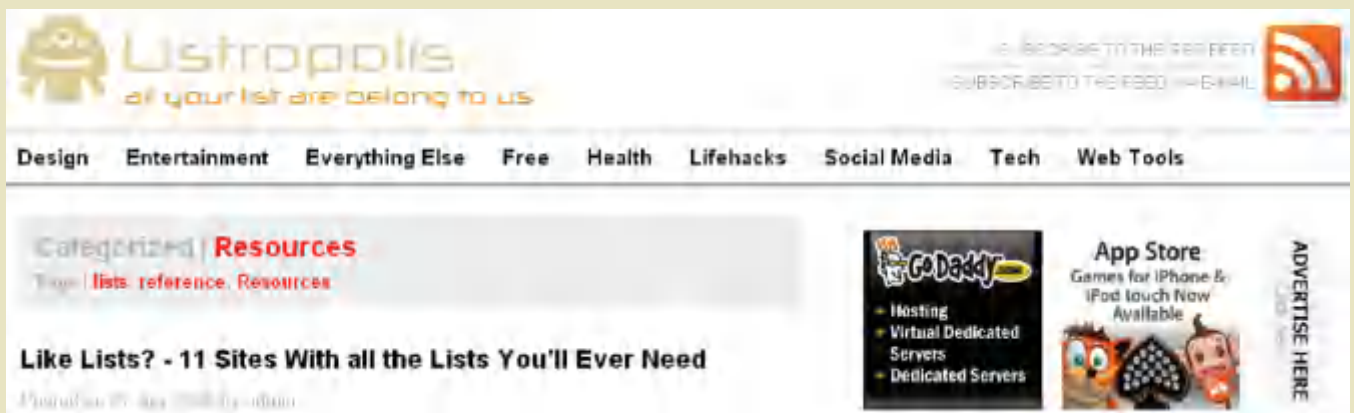
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THE SOURCER'S PLAYBOOK

BY GEOFF PETERSON

The Sourcer's Playbook is a book dedicated to Sourcers, Recruiters and Researchers. This invaluable book is filled with over 100+ "play-by-play" tutorials for finding active and passive talent directly and indirectly using the web.

Take a deep dive into Social and Business Networks, Social Media, Search Engines, The Blogosphere, Microblogs, Niche Communities, Groups, Mobile Technologies, and Sourcer Tools and Technologies. See how to harness the power of the web with advanced search techniques, strings, hacks, commands and sourcing strategies.

A few specifics include:

- Key lessons, best practices and fundamentals ALL about "sourcing"
- How to build a passive talent database utilizing a variety of sources
- How to make the entire web your personal ATS
- How to uncover 80M+ resumes indexed online
- How to uncover 1B+ worth of competitive intelligence online
- How to see ALL of LinkedIn beyond your network,
- Discover key ways to utilize Facebook and MySpace
- How to find hidden passive talent scouring blogs and microblogs
- Learn simple through advanced techniques including Boolean, Flip and XRay
- See how to use Google, Yahoo and MSN for sourcing everyday
- How to drive more traffic to your career site and postings using search engines
- See why Twitter matters and how to attract active and passive talent
- See a run-down of Sourcer tools and technologies to help you stay ahead of the curve
- Secrets revealed of how to "automate" your searches online
- How RSS technology works to capture talent daily
- How to build a search library to reuse over and over again
- See a long list of emerging sites and niche communities to add to your arsenal
- How to utilize video and podcasting in your sourcing efforts
- How to find ANYONE online in minutes